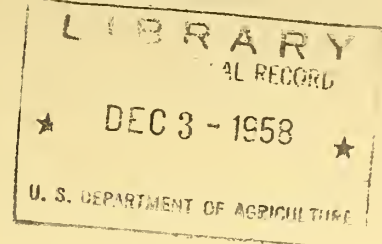


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Exerne  
A280.3939  
M34C



# CONSUMER PURCHASES OF FRUITS AND JUICES

 **Family  
Characteristics**

April-September 1957



CPFJ-60

UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

Washington, D. C.

## PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices and ades during the 6-month period April-September 1957. Data for the April-September 1955 period are presented here for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled "Consumer Purchases of Selected Fruits and Juices" and a series of quarterly reports entitled "Consumer Purchases of Selected Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the regions were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

In the classification of "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 persons" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

The States included in each of the geographic regions for which data are presented and a distribution of population among these regions are shown on page 4.

This is the eighth in a series of such reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates obtained from a nation-wide consumer panel. This publication is issued by the Market Development Branch, Agricultural Marketing Service, as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.



## CONTENTS

Page

Summary.....	5
Frozen juices, chilled juice and ades.....	5
Canned single-strength juices.....	9
Fresh and canned citrus fruit.....	10

### Tables

Purchase data, by family characteristics and place of residence,  
April-September 1957 compared with April-September 1955

#### Frozen juices, chilled juice and ades:

Table 1.--Percentage of all families buying.....	13
2.--Average number of purchases per buying family.....	14
3.--Average volume of purchases per buying family.....	15
4.--Average price paid per can by household consumers.....	16
5.--Purchases per 1,000 persons.....	17

#### Canned single-strength juices:

Table 6.--Percentage of all families buying.....	18
7.--Average number of purchases per buying family.....	19
8.--Average volume of purchases per buying family.....	20
9.--Average price paid per can by household consumers.....	21
10.--Purchases per 1,000 persons.....	22

#### Fresh and canned citrus fruit:

Table 11.--Percentage of all families buying.....	23
12.--Average number of purchases per buying family.....	24
13.--Average volume of purchases per buying family.....	25
14.--Average prices paid per dozen by household consumers.....	26
15.--Purchases per 1,000 persons.....	27

October 1958

The map illustrates the distribution of the six major regions used for national consumer panel selection. The regions and their respective percentages are:

- PACIFIC**: 10.6%
- MOUNTAIN & SOUTHWEST**: 10.1%
- NORTHCENTRAL**: 29.2%
- NORTHEAST**: 28.4%
- SOUTH**: 21.6%
- SOUTH ATLANTIC**: 10.1%

State abbreviations are labeled throughout the map, including WA, OR, CA, NV, UT, CO, WY, MT, ND, SD, NE, KS, OK, TX, AR, LA, MS, AL, GA, FL, SC, NC, VA, WV, PA, NY, NJ, DE, MD, VA, and others.

CONSUMER PURCHASES OF FRUITS AND JUICES  
BY FAMILY CHARACTERISTICS

APRIL-SEPTEMBER 1957

SUMMARY

Household purchases of frozen concentrated orange juice in April-September 1957 were up moderately from 2 years earlier, reflecting a larger volume of purchases per buying family. Buying of frozen concentrated lemonade and canned single-strength orangeade also increased over April-September 1955; the gain was associated with a greater proportion of buying families and larger purchases per buying family.

Purchases of canned single-strength orange, grapefruit, and lemon juices and fresh oranges and lemons were down from mid-1955, with fewer families buying and a smaller volume of purchases per buying family. Buying of fresh grapefruit held steady, but purchases of prune and tomato juices rose with an increase in the quantity purchased per buying family.

The proportion of families that bought selected fruits and juices in April-September 1957 increased from 2 years earlier in communities of less than 10,000 population, among families in the 2 higher income quartiles, and among those with children in the 13-20 age bracket. But the proportion of families buying was generally lower in cities of more than 10,000 population, among families in the 2 lower income quartiles, and among those having children of pre-school age.

FROZEN JUICES, CHILLED JUICE AND ADES

Frozen concentrated orange juice: Household purchases of frozen concentrated orange juice in April-September 1957, were 9 percent greater than in April-September 1955, and at the highest level reported for any 6-month period since this series began in 1949. 1/ The gain over 2 years earlier reflected an increase in the volume of purchases per buying family for most family characteristic classifications. The proportion of the Nation's families that bought the concentrate--51 percent--remained at about the April-June 1955 level. 2/ Prices paid for frozen concentrated orange juice during the period averaged 14.2 cents per 6-ounce can, the lowest yet reported for any 6-month period in this series.

---

1/ Household purchase data by family characteristics are shown in tables following the text of this report. Data on the volume of purchases are reported in the monthly and quarterly series of Consumer Purchases of Selected Fruits and Juices.

2/ The United States Bureau of the Census estimated there were 47.8 million households in the United States in April 1955 and 49.5 million in March 1957. (Current Population Reports, Population Characteristics, Series P-20, No. 76, July 5, 1957.) The civilian population for those 2 dates was 161.5 million and 167.5 million, respectively. (Current Population Reports, Population Estimates, Series P-25, Nos. 153 and 174, 1957.)



Most of the gain in purchases of frozen orange concentrate occurred in the North Central region. Some gains were reported for other regions, except the Northeast where the level remained the same. In the South the larger purchase volume reflected increases in both the proportion of families buying and the volume of purchases per buying family.

The market for frozen concentrated orange juice in April-September 1957, measured in terms of the proportion of families buying, the volume of purchases per buying family, and per capita purchases, continued to vary directly with the size of community, family income, and the education of the head of the household.

By size of community, the proportion of buying families ranged from about one-fourth in farm areas to two-thirds in cities of 500,000 or more. <sup>3/</sup> In comparison with 2 years earlier, the percentage of families buying frozen concentrated orange juice increased in rural areas and cities of less than 10,000 population; but declined in larger cities.

On the basis of income, the proportion of families that bought frozen concentrated orange juice in April-September 1957 varied from about one-third of the families in the lowest income quartile to two-thirds of those in the highest. The percentage increased over 2 years earlier among families in the 2 higher income groups, but declined among families in lower income groups.

About 37 percent of families headed by an individual having a grammar school education bought frozen orange concentrate during the period, while 70 percent of families having a college trained head bought the product. <sup>4/</sup>

About 54 percent of families with children in the home bought frozen concentrated orange juice in mid-1957, but only 46 percent of families comprised of adults bought the product. The percentage of families with teen-age children that bought increased over 2 years earlier; but there was a decline among families with younger children, and among those without children. <sup>5/</sup> The average family with children bought about 36 cans (6-ounce) in the 6-month period, 50 percent more than bought by families without children.

There was little change from 2 years earlier in purchases of frozen concentrated orange juice by occupation of the head of the family. <sup>6/</sup>

---

<sup>3/</sup> About one-tenth of the Nation's families lived in farm or rural areas, while about one-third lived in cities of 500,000 or more population.

<sup>4/</sup> Around one-half of the heads of the Nation's families had a grammar school education; about one-seventh had at least some college training.

<sup>5/</sup> Children were present in about one-half of the Nation's homes; children in the 13 to 20 age group were present in about one-fifth of the homes.

<sup>6/</sup> Purchase data by "occupation of the head of the family" for 1955 have been revised for all products included in this report.



Executives' families and those of persons employed in a clerical-sales-service capacity continued to have the highest per capita purchase rates, 5 or 6 times higher than farmers' families.

Housewives under 45 years of age were more likely to buy frozen orange concentrate for their families than older homemakers. The volume purchased per family by housewives in the 35-44 age bracket was considerably larger than amounts bought by either younger or older housewives. 7/

Frozen concentrated grapefruit juice: About 3 percent of the Nation's families purchased frozen concentrated grapefruit juice in April-September 1957, the first period for which family characteristics data were reported for this product. Purchases per buying family amounted to 6 cans (6-ounce) in the 6-month period, with buying largely centered in the Northeast and North Central regions.

The proportion of families that bought frozen concentrated grapefruit juice was much higher in cities of 500,000 or more population than in less populous areas. The incidence of purchase was highest among families with any or a combination of these characteristics: Upper income, 4 or 5 members, no children, family head employed in an executive-professional position or having college training.

Chilled orange juice: This juice was purchased by 7 percent of the Nation's families in April-September 1957, the first time family characteristics data were reported for the product. The average buying family purchased 13 quarts of chilled juice during the 6-month period. Per capita purchases for the Nation amounted to about 9 ounces.

The per capita rate of purchase and the proportion of families buying chilled orange juice were highest in the Northeast and in cities of 500,000 or more population. The incidence of purchase was highest among families of 3 to 5 members, those with children, and in families having a head with some college training, or employed in an executive-professional capacity. Households in the high and lower-middle income groups were also among those most likely to buy the product.

Orangeade: Consumers purchased about 25 percent more canned single-strength orangeade in April-September 1957 than 2 years earlier. Per capita purchases were up 50 percent in the South and by lesser amounts in other regions, except in the Northeast, where the rate remained unchanged. The gain over April-September 1955 reflected a larger proportion of buying families and a greater volume of purchases per buying family for most of the geographic and socio-economic classifications. The increase in the proportion of buying families was most pronounced in rural areas, in the upper income quartile, among families of 6 or more members, and among those with housewives in the 35-44 age bracket. 8/

---

7/ About one-fifth of housewives were in the 35-44 age bracket, and close to one-half were 45 years old or more.

8/ About one-tenth of the Nation's families had 6 or more members, while four-tenths had only 1 or 2 members.

The proportion of families that bought single-strength orangeade in mid-1957 varied directly with the size of the family and inversely with the size of the community and the level of education of the head of the family--the reverse of the pattern for frozen concentrated orange juice. And, too, level of income had little bearing on the proportion of families that bought the canned single-strength orangeade.

In contrast to the increase in purchases of the single-strength ade, consumer buying of shelf-pack, and frozen concentrated orangeades in April-September 1957 dropped substantially below the level of 2 years earlier. The declines were associated with a lower proportion of families buying and with smaller purchases per buying family for almost all characteristic classifications for which data were obtained. The purchase pattern for the shelf-pack concentrate, indicated by the 4 percent of the Nation's families that bought, was similar to that for single-strength orangeade except that the concentrate was purchased by a very small proportion of families in the South. The proportion of families that bought frozen orangeade concentrate was very small in all regions except the Northeast.

Lemonade: About one-third of the Nation's families bought frozen concentrated lemonade in April-September 1957, a slightly larger proportion than 2 years earlier. This, combined with a larger volume of purchases per buying family, resulted in a moderately large gain in purchases over mid-1955 in the Southern, Mountain-Southwestern and Pacific regions. Prices paid for the product during the 6-month period averaged 11.1 cents per 6-ounce can, the lowest yet reported in this series.

The purchase pattern for frozen concentrated lemonade was quite similar to that for frozen concentrated orange juice. The proportion of families buying and the per capita purchase rate varied directly with size of community, family income, and the education of the head of the household.

In comparison with 2 years earlier, the proportion of families that bought frozen concentrated lemonade was up 3 percentage points or more in rural areas and towns of less than 10,000 population, in the 2 upper income quartiles, among families with children of age 6 or more, and in those with a housewife over age 34. On the other hand, the proportion of buying families declined from April-September 1955 in larger cities, in the 2 lower income groups and among families with children under age 6.

Household purchases of shelf-pack lemonade, and frozen single-strength lemon juice in April-September 1957 were substantially below the levels of 2 years earlier. The lower volume of purchases reflected drops in the proportion of buying families in all geographic and socio-economic characteristic classifications. Purchases of each of these products during the 6-month period amounted to about 1 gallon per 1,000 population.



### CANNED SINGLE-STRENGTH JUICES

About 80 percent of the Nation's families made a purchase of at least 1 canned single-strength juice in April-September 1955 and again in 1957. Purchases during the latter period averaged 11.6 cans (46-ounce) on a buying family basis, 2.8 cans per capita, about the same as 2 years earlier.

Orange juice: Household purchases of canned single-strength orange juice during April-September 1957 were down 12 percent from 2 years earlier. The decline was associated with a loss of 4 percentage points in the proportion of buying families along with a moderate drop in the quantity purchased per buying family. The proportion buying declined from mid-1955 in all geographic and socio-economic classifications, while the quantity purchased per buying family fell off in most of the classifications.

The purchase pattern for canned single-strength orange juice was quite different from that for the frozen concentrated juice. The proportion of families that bought single-strength orange juice was highest: In the South, in farm areas, and in cities of less than 10,000 population, among families of 6 or more, farmers' families, and families of individuals having a grammar school education, or employed as craftsmen-laborers. However, families with children were more apt to purchase single-strength orange juice than families without children. The latter was also true for the frozen concentrate.

Grapefruit juice: About 18 percent less canned single-strength grapefruit juice was purchased by household consumers in April-September 1957 than in the corresponding period 2 years earlier. The decline reflected a loss of nearly 3 percentage points in the proportion of families buying and 11 percent in the volume of purchases per buying family. The average price paid for this juice--27.4 cents per 46-ounce can during April-September 1957--was the highest reported since 1952.

The proportion of families that bought canned grapefruit juice remained about the same as 2 years earlier in the South, North Central, and Mountain-Southwestern regions, in rural areas and in cities of 100,000 to 500,000 population. By socio-economic classifications, the proportions held steady in the high income quartile, among families having 3 members, and among families of farmers and of individuals having an unclassified occupation, or a grammar school education. In all other classifications the percentage of families buying this juice was down 2 points or more from April-September 1955. The best market for canned grapefruit juice in April-September 1957 was among families fitting some of the following characteristic classifications: 1 or 2 members, no children, teenage children, a homemaker at least 45 years old, and a family head having grammar schooling or an unclassified occupation.

Lemon juice: About 12 percent of the Nation's families bought canned single-strength lemon juice in April-September 1955, a slightly greater proportion than 2 years earlier. The volume of purchases per buying family, however, was down 11 percent, resulting in moderately smaller total purchase. Prices paid for lemon juice during April-September 1957 were at the lowest level reported since 1952.



The percentage of families that bought canned single-strength lemon juice in April-September 1957 varied directly with size of community, family income, age of children, education level of the family head and age of housewife. In comparison with 2 years earlier, the proportion of families buying was up 4 percentage points in the Pacific, and about 1 percentage point in the Southern and North Central regions; but in the Northeast and Mountain-Southwest the proportion buying declined. There also was a slight decline in the proportion of low income families that bought the product; in contrast, the proportions were up 1 percentage point in each of the other income groups.

Prune juice: Household purchases of prune juice in April-September 1957 were up 19 percent from the corresponding period 2 years earlier. The gain reflected a larger volume of purchases per buying family for almost all family characteristic classifications.

The proportion of the Nation's families that bought prune juice, however, remained at about 17 percent, the same as in mid-1955. Changes from 2 years earlier in the proportion of buying families were relatively small. The only large gain, 3 percentage points, was among families with children in the 13-20 age groups. A drop of 4 percentage points occurred among families having a housewife less than 35 years of age.

The proportion of families that bought prune juice in mid-1957 was substantially higher in the Northeast and in cities of 500,000 or more population than in other localities. By socio-economic characteristics the proportion of buying families was highest in the following classifications: 1 or 2 members, no children in the home, a housewife in the 35-44 age bracket, a family head with college training or employed in a clerical-sales-service capacity.

Tomato juice: Purchases of tomato juice were up moderately from April-September 1955. The gain was associated with an increase of 8 percent in the volume of purchases per buying family, with heavier buying reported for nearly all family characteristic classifications. The proportion of the Nation's families that bought tomato juice--about 42 percent--was down a little, however, from 2 years earlier. The proportions of farmers' and high income families that bought the juice, however, was 3 or 4 percentage points greater.

#### FRESH AND CANNED CITRUS FRUIT

Oranges: Household purchases of fresh oranges in April-September 1957 were moderately below the level of 2 years earlier--a continuation of the downward trend that has prevailed for several years. In comparison with mid-1955, the proportion of families that bought oranges--61 percent--was somewhat smaller, and the quantity purchased per buying family dropped from 7.5 dozen to 6.6 dozen. Buying family and per capita purchases were below April-September 1955 levels in all socio-economic characteristic classifications, except for slight increases in the lower income quartile and the unclassified group of occupations.

The proportion of families that bought oranges in mid-1957 was down from 2 years earlier in cities of 10,000 or more population, in all regions, except the Mountain-Southwest, and in most of the socio-economic classifications. Drops of 3 percentage points or more were reported among families having the following socio-economic characteristics: Lower-middle income, children of pre-school age, housewife under age 35, family head having an executive professional position, or having a grammar school education. The proportion of high income families that bought oranges, however, was up more than 2 percentage points from April-September 1955.

The best market in April-September 1957 for fresh oranges, measured in terms of the proportion of families buying, was among households having characteristics such as: High income, 4 or 5 members, children in the 6-12 age bracket, a housewife 35-44 years of age, a family head with college training, or who was employed in an executive-professional position. The per capita purchase of families of 1 and 2 members, without children, or a head with an unclassified occupation, however, was considerably higher than for other families.

Somewhat more than one-half of all oranges purchased by householders in April-September 1957 were produced in California-Arizona. Purchases of these oranges were down moderately from mid-1955. A drop of nearly 1 dozen oranges in the quantity purchased by the average buying family more than offset some gain in the proportion of buying families.

Purchases of Florida oranges, in comparison with 2 years earlier, were down 11 percent, reflecting a decline in the proportion of buying families in almost all family characteristic classifications. The volume of purchases per buying family, however, remained at about the same level.

Grapefruit: Householders' per capita purchases of this fresh fruit, 2.7 grapefruit; buying family purchases, 23 grapefruit; and the proportion of families buying, 39 percent, were the same in April-September 1957 as 2 years earlier. Purchases in the North Central and Mountain-Southwestern regions were up about 12 percent from April-September 1955, but there was an offsetting decline in the Southern and Pacific States.

The proportion of families that bought grapefruit in mid-1957 varied directly with size of community, family income, education of head of family and age of housewife, and indirectly with size of family. On the basis of occupation, the families of executives or of clerical-sales-service individuals were the best buyers. The proportion of buying families also was high among families without children and those with an older housewife.

The proportion of families that bought grapefruit was up 2 percentage points or more from 2 years earlier in rural areas, among families in the upper income group, and among those with a head employed in a clerical-sales-service occupation. In other family characteristic classifications, the proportion of buying families either remained about the same or declined from 2 years earlier.



Lemons: The household purchases of fresh lemons in April-September 1957 were down 13 percent from 2 years earlier. The lower volume of purchases was associated with a decline in the proportion of buying families and with a smaller volume of purchases per buying family in virtually all family characteristic classifications and in all regions, except the Mountain-Southwest.

Per capita purchases of lemons in mid-1957 were substantially higher in the South than in other regions. By socio-economic classifications, per capita purchases among families of 1 or 2 members, without children, and those having an older housewife, or with a family head having an unclassified occupation were materially higher than for other families.

Grapefruit sections: The characteristics of families purchasing canned grapefruit sections were reported for the first time for April-September 1957. About 16 percent of the Nation's families bought the product during that period; consumers in the Northeastern and North Central regions accounted for about two-thirds of total purchases.

The market for canned grapefruit sections in April-September 1957, as reflected in the proportion of families buying and per capita purchases, varied inversely with the size of family and directly with density of population, age of children, age of housewife, and education of the head of the household.

About 21 percent of families in the highest income quartile bought canned grapefruit sections in April-September 1957, while the proportion in other quartiles varied between 13 and 16 percent. Per capita purchases among families in the lowest and the highest quartiles, however, were nearly the same. By occupation of the head of the family, the best market for grapefruit sections was provided by families of individuals having an executive-professional or an unclassified occupation.



Table 1.--Frozen juices, chilled juice and ades: Percentage of all families buying, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Percentage of families buying																	
	Frozen concentrated juices						Frozen lemon juice		Chilled orange juice		Concentrated ades							
	Orange		Grape-fruit 1/		Total 2/						Lemonade				Orangeade			
											Frozen		Shelf-pack		Frozen		Shelf-pack	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
United States.....	51.3	51.2	3.0	53.5	53.7	2.9	1.4	7.0	32.4	33.6	5.1	2.5	2.6	1.6	5.4	3.6	12.1	13.5
Geographic region:																		
Northeast.....	63.5	60.5	4.5	67.0	64.3	4.3	1.6	12.1	42.6	42.0	8.3	3.8	7.5	4.7	5.3	3.3	7.7	9.1
North Central.....	52.9	52.5	2.5	55.0	54.6	2.3	1.1	5.6	35.2	35.2	4.9	2.5	1.5	3/	8.2	5.6	17.7	16.0
South.....	36.3	38.4	2.0	37.3	40.2	2.2	1.2	5.7	16.0	18.4	1.3	3/	3/	3/	1.2	3/	9.9	12.2
Mountain-Southwest.....	49.2	47.6	3.1	51.5	49.6	2.8	2.0	3.1	26.3	30.0	4.3	3.1	1.0	3/	6.9	4.3	14.5	18.1
Pacific.....	51.5	52.9	2.3	53.5	55.7	2.6	1.6	5.3	40.1	40.4	6.4	2.6	3/	3/	5.3	3.7	9.7	14.8
Size of community:																		
Farm.....	27.4	28.1	1.2	28.1	28.9	1.5	1.0	3.2	12.8	15.9	3.7	2.0	3/	3/	5.5	4.2	12.1	17.4
City (population):																		
Under 10,000.....	42.5	46.1	2.5	44.0	49.1	2.4	1.4	4.9	22.6	28.2	4.0	2.5	1.2	3/	7.8	5.4	13.8	15.2
10,000-99,999.....	53.3	52.1	1.7	56.4	54.7	3.1	1.3	7.8	35.9	33.2	5.8	3.0	1.9	1.9	5.6	3.9	14.3	16.1
100,000-499,999.....	59.7	56.8	3.4	61.9	59.7	5.2	1.5	5.9	38.7	40.0	5.2	2.7	2.8	1.8	4.8	3.0	13.4	13.2
500,000 and over.....	65.3	64.7	4.8	68.4	67.7	2.4	1.7	11.1	45.4	44.4	6.3	2.4	5.4	3.1	3.9	2.1	9.0	8.7
Family income:																		
Upper.....	59.0	63.0	3.6	61.4	65.6	4.4	2.2	8.0	40.4	43.9	6.3	3.6	2.7	1.3	5.6	3.9	9.9	14.4
Upper middle.....	55.4	57.4	2.4	55.8	60.6	2.4	1.1	6.9	33.3	39.1	4.5	2.6	3.0	2.3	6.1	3.6	12.3	13.0
Lower middle.....	53.0	48.8	3.1	56.2	51.0	2.4	1.0	8.1	33.5	31.7	4.6	1.1	2.6	1.8	4.9	3.8	14.1	13.1
Lower.....	38.4	36.0	2.7	41.2	38.3	2.4	1.4	5.0	23.0	20.2	5.0	2.5	2.2	1.0	5.0	3.2	12.2	13.7
Size of family:																		
1 and 2 members.....	48.2	45.6	3.1	50.3	47.8	3.3	1.8	5.5	28.3	28.1	4.9	2.4	1.5	3/	5.3	3.6	10.0	10.0
3 members.....	54.2	52.6	2.5	56.6	55.9	3.1	1.8	7.9	35.3	38.4	3.9	1.7	3.2	1.0	4.0	2.4	12.1	14.7
4 and 5 members.....	57.7	60.6	3.8	60.2	63.3	2.5	1.2	8.9	38.1	39.9	6.6	3.2	4.1	2.8	6.3	3.8	14.4	13.9
6 and over.....	37.8	42.2	1.1	39.0	44.6	2.2	3/	5.0	24.0	26.7	4.0	2.4	1.0	1.7	5.9	5.0	12.3	21.1
Presence of children 1/2:																		
No children.....	47.1	46.2	3.4	49.3	48.7	3.3	1.8	5.7	27.3	28.7	4.7	2.2	1.6	3/	5.3	3.1	9.4	10.2
Under 6 years.....	55.6	54.5	2.8	57.9	57.5	2.4	3/	7.5	37.6	35.4	5.2	2.2	2.9	2.5	5.4	4.4	13.4	15.2
6-12 years.....	53.2	53.9	2.6	55.1	56.8	2.4	3/	7.6	33.2	35.5	5.2	2.6	3.6	2.8	5.4	4.1	14.6	16.7
13-20 years.....	48.9	53.1	2.4	51.3	55.3	2.3	1.3	7.7	34.9	37.6	6.1	3.2	3.2	1.8	6.5	4.6	15.9	18.8
Occupation of family head:																		
Executive, professional..	70.8	71.0	4.9	72.1	74.4	4.5	2.1	9.8	48.0	50.3	5.9	3.2	2.6	2.7	5.9	3.5	9.7	10.4
Clerical, sales, service..	64.0	62.4	3.1	67.3	65.1	3.2	2.0	8.0	43.6	42.2	5.9	2.2	3.2	1.3	5.3	2.9	10.7	8.7
Craftsman, laborer.....	50.1	49.4	2.5	52.4	52.4	2.7	1.3	7.7	31.9	32.1	4.8	2.1	3.3	1.8	5.0	3.7	13.7	16.3
Farmer.....	27.1	27.6	1.2	28.2	28.5	1.6	1.0	1.7	13.4	16.8	3.8	2.4	3/	3/	5.6	5.9	13.6	16.6
Unclassified.....	42.9	41.9	3.3	45.5	43.7	2.7	1.1	4.8	23.2	24.5	5.4	3.2	2.3	3/	6.0	2.6	9.9	10.9
Education of family head:																		
Grammar school.....	37.7	37.0	2.2	40.0	38.8	2.1	1.2	5.8	21.6	22.1	4.9	2.4	1.8	3/	5.4	3.8	12.6	15.1
Some high school.....	59.9	57.4	3.2	62.2	60.4	3.1	1.2	7.2	39.3	38.3	5.0	2.4	3.5	2.4	5.7	3.8	13.2	13.0
Some college.....	71.8	69.7	4.4	73.2	73.2	4.4	2.5	9.2	48.7	49.7	5.6	3.0	2.9	1.3	4.6	2.8	8.5	11.2
Age of housewife:																		
Under 35 years.....	56.6	55.2	2.4	58.6	57.7	2.6	3/	7.5	37.0	34.5	4.2	1.6	3.6	2.1	4.6	3.4	12.5	12.4
35-44 years.....	55.9	56.8	3.5	58.6	59.5	2.8	1.0	7.3	36.6	39.6	5.0	2.4	3.1	2.7	5.9	3.9	13.6	18.0
45 years and over.....	47.0	47.5	2.9	49.0	50.0	3.1	1.8	6.7	28.7	30.7	5.5	2.8	2.0	1.0	5.5	3.5	11.3	12.0

1/ Data for April-September 1955 not available.

2/ Includes purchases of other frozen concentrated juices.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 2.--Frozen juices, chilled juice and ads: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average number of purchases																	
	Frozen concentrated juices					Frozen lemon juice	Chilled orange juice 1/	Concentrated ades								Single- strength orangeade		
	Orange	Grape- fruit	Total 2/	Lemonade				Orangeade										
		1/		Frozen	Shelf-pack			Frozen	Shelf-pack									
	1955	1957	1957	1955	1957	1955	1957	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	
United States.....	8.8	7.9	2.5	10.1	8.9	1.3	1.6	10.4	4.0	3.5	1.6	1.5	2.5	1.8	3.1	2.9	3.2	3.1
Geographic region:																		
Northeast.....	11.1	9.6	2.5	12.6	10.9	1.4	2.2	13.2	4.4	3.6	1.4	1.3	2.6	1.8	2.5	2.1	3.0	2.5
North Central.....	7.7	7.6	2.4	8.8	8.6	1.1	1.6	8.4	3.9	3.5	1.5	1.8	1.3	3/	3.4	3.2	2.6	2.9
South.....	7.5	6.7	2.4	8.4	7.3	1.4	1.0	8.6	3.3	3.0	1.4	3/	3/	3/	2.8	3/	4.6	4.6
Mountain-Southwest.....	6.9	6.8	1.9	7.8	7.7	1.2	1.9	5.1	4.2	3.7	2.7	1.7	2.6	3/	4.0	3.3	3.5	3.4
Pacific.....	7.6	6.3	3.3	9.0	7.2	1.5	3/	4.2	3.6	3.6	1.3	1.2	3/	3/	3.2	4.1	3.8	2.7
Size of community:																		
Farm.....	5.4	5.9	2.2	6.1	6.6	3/	1.7	6.6	2.6	2.8	1.3	1.2	3/	3/	3.3	2.7	3.6	2.9
City (population):																		
Under 10,000.....	6.6	6.4	2.7	7.5	7.1	1.2	1.2	11.8	3.5	2.9	1.9	1.6	2.6	3/	3.7	3.6	3.1	3.4
10,000-99,999.....	7.8	6.7	2.4	9.0	7.5	1.6	2.3	6.7	4.0	3.4	1.4	1.7	1.7	1.2	3.7	2.6	3.1	3.4
100,000-499,999.....	8.7	7.2	2.5	10.2	8.3	1.3	1.6	8.3	3.9	3.3	1.3	1.1	1.5	1.7	2.2	2.9	3.4	3.6
500,000 and over.....	10.1	9.0	2.1	11.4	10.2	1.6	1.4	11.2	4.1	3.7	1.6	1.5	2.5	1.8	2.8	3.0	3.1	2.7
Family income:																		
Upper.....	10.6	8.4	2.3	12.0	9.5	1.4	2.0	9.0	4.5	3.8	1.4	1.4	2.7	3.5	2.8	3.2	3.1	2.4
Upper middle.....	9.4	8.3	2.7	11.3	9.4	1.1	1.6	11.7	4.3	3.6	1.9	1.7	3.3	1.5	2.6	2.9	3.4	3.9
Lower middle.....	8.1	8.1	2.7	9.2	9.4	1.4	1.5	13.1	3.6	3.4	1.4	1.7	2.3	1.2	4.1	2.6	3.2	2.9
Lower.....	7.3	7.2	2.8	8.1	8.1	1.5	1.2	7.6	3.7	3.5	1.7	1.5	1.6	1.9	3.4	3.1	3.1	3.3
Size of family:																		
1 and 2 members.....	7.4	7.3	2.8	8.4	8.2	1.5	1.3	9.0	4.0	3.5	1.5	1.6	1.8	3/	3.3	3.3	2.4	2.5
3 members.....	10.3	8.0	2.6	11.8	9.0	1.2	1.4	13.5	4.3	3.6	1.9	2.1	2.4	2.6	3.1	2.5	3.3	3.0
4 and 5 members.....	10.5	9.3	2.0	12.0	10.7	1.5	2.3	11.2	4.3	3.9	1.6	1.3	2.5	2.3	3.4	3.4	3.5	3.7
6 and over.....	10.1	8.6	6.2	11.5	9.5	1.0	3/	6.9	4.2	3.6	1.3	1.5	9.2	1.7	3.6	2.7	5.8	4.2
Presence of children 4/:																		
No children.....	7.9	7.4	2.4	9.0	8.3	1.4	1.4	8.9	4.2	3.4	1.6	1.6	2.2	3/	3.4	3.3	2.5	2.5
Under 6 years.....	9.4	8.0	1.8	10.9	8.9	3/	3/	13.5	3.6	3.4	1.2	1.3	3.2	2.3	3.1	3.1	3.3	3.7
6-12 years.....	10.3	8.7	3.0	11.8	10.0	1.1	3/	9.5	4.3	3.7	1.9	1.3	3.1	2.1	3.6	2.6	4.1	3.8
13-20 years.....	10.4	9.4	3.5	11.5	10.7	1.5	2.2	10.4	4.6	4.1	1.4	1.5	3.1	1.9	3.0	2.2	3.9	3.8
Occupation of family head:																		
Executive, professional.....	10.7	9.1	2.2	12.2	10.4	1.4	1.6	13.9	4.0	3.9	1.3	1.2	2.8	2.3	2.3	2.9	2.7	3.3
Clerical, sales, service.....	9.7	8.5	2.8	11.1	9.6	1.2	1.2	10.0	4.0	3.3	2.1	1.8	2.0	2.3	2.2	3.4	2.3	2.5
Craftsman, laborer.....	8.3	7.3	2.9	9.6	8.2	1.4	1.7	9.1	4.0	3.3	1.6	1.5	2.7	1.5	3.7	2.6	3.7	3.4
Farmer.....	5.5	5.0	2.1	6.3	5.8	.6	1.8	5.0	3.2	3.5	1.1	1.1	3/	3/	3.5	2.8	3.2	2.5
Unclassified.....	7.4	7.4	2.0	8.1	8.3	1.6	1.5	8.7	4.1	3.6	1.4	1.7	1.2	3/	3.6	4.3	2.4	2.9
Education of family head:																		
Grammar school.....	7.6	6.6	2.1	8.5	7.3	1.1	1.3	9.9	4.1	2.8	1.5	1.3	2.6	3/	3.2	2.1	3.5	3.2
Some high school.....	9.0	8.5	3.0	10.5	9.7	1.5	2.1	10.9	4.0	3.7	1.7	1.7	2.6	2.1	3.2	3.3	3.0	3.2
Some college.....	10.2	8.6	2.1	11.6	9.7	1.5	1.5	10.2	4.0	4.1	1.5	1.3	2.3	1.7	2.7	4.0	2.6	2.6
Age of housewife:																		
Under 35 years.....	8.3	7.1	2.1	9.8	8.1	1.2	3/	11.3	3.7	3.3	1.5	1.4	2.4	1.7	2.8	3.5	3.3	4.2
35-44 years.....	10.3	8.7	2.2	11.7	9.9	1.5	2.5	9.0	4.0	3.6	1.6	1.5	2.7	2.1	3.1	2.0	3.9	3.0
45 years and over.....	8.5	7.9	3.0	9.5	8.8	1.3	1.4	10.5	4.2	3.6	1.6	1.5	2.4	1.6	3.4	3.3	2.8	2.8

1/ Data not available for April-September 1955.

2/ Includes purchases of other frozen concentrated juices.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 3.--Frozen juices, chilled juice and ades: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average volume of purchases																	
	Frozen concentrated juices						Frozen lemon juice		Chilled orange juice		Concentrated ades							
	Orange		Grape-fruit		Total 2/						Lemonade				Orangesade			
			1/								Frozen		Shelf-pack		Frozen		Shelf-pack	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	32-oz. cartons	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	46-oz. cans	46-oz. cans
United States.....	28.2	29.7	6.0	30.5	31.6	3.0	3.0	13.0	11.9	13.2	3.4	3.6	6.4	5.5	8.5	8.3	4.7	5.1
Geographic region:																		
Northeast.....	35.4	35.8	6.2	38.2	38.0	3.2	4.1	16.6	12.4	13.2	3.2	2.8	6.4	5.1	5.5	4.3	4.0	3.5
North Central.....	24.1	29.4	6.4	26.2	31.1	2.1	2.8	10.6	12.2	13.0	3.4	4.5	3.0	3/	9.0	10.2	4.1	4.9
South.....	24.7	25.6	4.5	26.7	26.7	4.9	2.3	10.8	9.6	10.9	2.1	3/	3/	3/	6.2	3/	5.6	6.9
Mountain-Southwest.....	22.0	23.0	4.3	23.5	24.3	2.1	3.2	6.0	11.5	13.2	6.0	4.1	8.7	3/	12.6	10.0	5.1	5.5
Pacific.....	24.3	23.9	7.9	26.9	25.2	2.3	1.7	4.5	11.1	14.7	2.6	3.2	3/	3/	9.6	9.6	6.5	5.4
Size of community:																		
Farm.....	18.3	23.0	3.6	20.1	24.3	1.5	3.0	8.0	9.6	10.9	2.8	3.0	3/	3/	10.5	11.1	5.8	5.0
City (population):																		
Under 10,000.....	20.7	22.6	4.7	22.6	23.5	3.8	2.1	15.4	11.1	10.2	3.8	3.4	5.8	3/	10.0	8.7	4.4	5.6
10,000-99,999.....	24.1	26.0	7.9	26.0	27.1	2.8	3.6	7.8	11.5	13.0	3.0	3.8	5.1	4.1	9.2	5.8	4.5	6.0
100,000-499,999.....	27.1	27.1	5.8	30.1	29.0	2.8	3.2	10.7	11.1	12.6	2.8	1.9	4.1	4.5	5.8	9.2	4.8	5.8
500,000 and over.....	33.1	33.9	5.8	35.2	36.3	3.2	3.0	13.9	12.2	13.4	3.6	4.7	6.6	5.3	7.7	8.3	4.7	4.1
Family income:																		
Upper.....	36.5	34.6	6.6	39.2	36.7	4.1	4.1	11.4	14.3	15.4	3.0	3.8	6.2	11.9	8.7	11.5	4.4	3.9
Upper middle.....	30.1	31.6	6.0	33.9	33.5	2.1	2.6	14.2	12.8	13.7	4.3	4.5	7.5	3.8	7.5	7.9	5.1	6.9
Lower middle.....	25.2	28.8	6.8	27.1	30.5	2.3	3.0	15.6	10.7	12.2	3.2	3.4	6.8	4.3	10.9	7.5	4.9	4.8
Lower.....	20.1	23.3	4.9	21.1	24.5	2.8	1.9	10.8	9.6	11.3	3.4	2.8	4.9	3.8	7.9	6.2	4.5	5.0
Size of family:																		
1 and 2 members.....	19.6	23.3	6.0	21.3	24.5	2.8	2.3	10.9	10.9	11.3	3.2	2.8	3.8	3/	7.5	6.8	3.1	3.7
3 members.....	30.9	29.4	5.5	33.5	30.7	2.3	2.6	17.5	11.7	13.2	4.3	6.2	6.6	5.3	7.9	6.6	5.1	4.5
4 and 5 members.....	35.6	36.3	4.7	38.4	38.8	4.1	4.1	14.0	13.2	15.1	3.6	3.4	6.0	7.3	9.6	10.7	5.2	6.0
6 and over.....	38.4	41.0	4/	42.0	42.5	2.6	3/	8.8	15.8	16.2	2.6	4.3	33.3	6.8	12.2	10.5	8.9	7.8
Presence of children 5/:																		
No children.....	22.2	24.5	5.3	24.1	25.8	3.4	2.6	11.4	11.3	11.3	3.6	3.4	4.3	3/	7.9	7.0	3.5	3.8
Under 6 years.....	32.0	33.1	6.0	34.8	34.6	1.9	3/	17.8	11.5	13.9	2.8	3.2	9.4	7.7	9.2	10.7	4.8	6.0
6-12 years.....	35.6	36.5	8.1	38.6	39.0	2.3	3/	12.0	14.1	15.1	4.3	3.4	9.4	7.3	10.7	8.3	6.4	6.9
13-20 years.....	36.1	37.3	7.7	38.0	39.9	3.2	3.8	12.0	14.3	16.4	3.0	4.5	7.9	6.2	9.4	6.8	5.7	6.4
Occupation of family head:																		
Executive, professional...:	36.1	37.1	6.8	39.0	39.3	2.6	3.0	17.9	12.2	14.9	2.8	3.2	6.0	6.8	7.5	9.0	3.9	5.8
Clerical, sales, service...:	30.5	30.7	6.0	32.9	32.6	2.6	1.9	12.6	11.3	11.5	4.9	4.7	6.6	5.5	6.4	10.9	3.5	4.8
Craftsman, laborer.....:	26.0	26.9	6.4	28.4	28.4	3.4	3.4	11.0	11.9	12.6	3.4	3.8	7.0	4.9	9.2	6.6	5.3	5.4
Farmer.....	18.6	19.4	5.3	20.3	21.1	1.3	3.0	5.7	12.2	14.1	2.8	3.4	3/	3/	11.3	11.3	5.0	4.3
Unclassified.....	20.9	25.8	3.6	22.0	26.9	3.2	2.6	11.4	11.1	12.2	3.0	3.0	2.1	3/	8.1	8.3	4.1	4.4
Education of family head:																		
Grammar school.....	24.1	23.5	4.5	25.6	24.5	2.1	2.1	12.2	12.2	10.2	3.4	3.4	6.2	3/	9.0	6.6	5.1	5.2
Some high school.....	27.9	31.8	7.5	30.7	33.9	4.1	3.6	13.0	11.7	14.1	3.6	3.8	7.3	6.4	8.3	8.7	4.5	5.3
Some college.....	34.1	34.6	2.3	37.1	36.3	2.8	3.2	14.5	11.9	14.9	3.0	3.2	4.7	5.3	8.3	11.5	3.8	4.2
Age of housewife:																		
Under 35 years.....	26.9	28.6	7.5	30.1	30.5	2.3	3/	14.1	10.9	12.4	3.0	3.6	6.8	4.7	8.1	11.7	4.5	7.1
35-44 years.....	35.0	33.9	5.5	37.5	36.3	2.8	5.1	11.7	12.8	14.7	3.4	3.2	6.8	7.5	9.2	6.6	6.3	5.3
45 years and over.....	25.4	27.9	6.0	27.3	29.4	3.4	2.6	13.0	12.2	12.8	3.6	3.8	5.8	3.4	8.5	7.9	3.9	4.2

1/ Data not available for April-September 1955.

2/ Includes purchases of other frozen concentrated juices.

3/ Too few purchases reported for analysis.

4/ Data not available.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.



Table 4.--Frozen juices, chilled juice, and ades: Average price paid by household consumers, by family characteristics and place of residence, April-September 1955 and April-September 1957 <sup>1/</sup>

Item	Average price paid															
	Frozen concentrated juices			Frozen lemon juice		Chilled orange juice 2/	Concentrated ades								Single-strength orangeade	
	Orange	Grapefruit 2/	Lemonade				Orangeade									
			Frozen				Shelf-pack		Frozen		Shelf-pack					
	1955	1957	1957	1955	1957	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	15.8	14.2	14.7	15.9	13.5	35.2	13.8	11.1	15.0	13.7	14.5	13.6	16.6	16.9	26.8	27.0
Geographic region:																
Northeast.....	15.7	14.1	14.3	15.7	13.4	34.2	14.4	11.4	15.0	14.1	14.7	13.2	15.7	16.2	27.7	27.7
North Central.....	16.0	14.0	15.4	16.1	13.9	36.6	13.9	11.3	13.9	12.3	15.4	3/	16.4	17.0	26.8	26.7
South.....	15.1	14.0	14.3	15.7	13.9	35.0	14.0	11.7	16.1	3/	3/	3/	15.5	3/	27.4	27.7
Mountain-Southwest.....	16.2	15.0	14.1	17.1	14.0	34.7	14.6	11.7	15.8	13.8	12.9	3/	17.5	16.8	26.8	26.9
Pacific.....	15.9	14.7	15.2	16.0	11.5	43.0	12.5	10.1	15.4	16.0	3/	3/	16.5	17.3	25.8	26.3
Size of community:																
Farm.....	17.0	15.1	15.7	18.1	14.0	36.3	14.6	12.0	16.1	15.6	3/	3/	17.6	17.3	27.4	27.1
City (population):																
Under 10,000.....	16.0	14.9	15.3	15.9	14.3	35.5	14.6	11.9	15.7	13.7	16.2	3/	16.5	17.0	27.6	27.7
10,000-99,999.....	15.8	14.3	13.8	15.8	13.5	36.6	14.0	11.1	14.2	13.8	13.1	15.7	16.6	17.3	26.5	26.5
100,000-499,999.....	15.6	14.2	14.8	15.9	14.8	34.9	14.1	11.3	14.8	14.4	14.4	13.9	16.1	16.6	26.1	26.7
500,000 and over.....	15.6	13.9	14.6	15.3	11.9	34.7	13.2	10.7	14.5	12.7	14.5	12.8	15.5	16.1	26.2	26.5
Family income:																
Upper.....	16.0	14.4	14.8	16.1	13.5	35.4	13.8	11.1	14.8	14.0	15.1	13.0	17.0	17.0	27.3	27.1
Upper middle.....	15.7	14.2	14.2	16.2	13.1	36.3	13.9	11.0	15.0	13.6	14.6	13.9	16.3	16.6	26.6	26.9
Lower middle.....	15.5	14.1	15.0	15.7	12.4	34.7	14.0	11.2	14.7	12.2	14.3	14.7	16.6	16.9	26.9	26.9
Lower.....	15.8	14.3	14.5	15.4	14.7	34.6	13.5	11.2	15.3	14.4	14.0	13.2	16.2	17.3	26.6	27.1
Size of family:																
1 and 2 members.....	15.9	14.4	15.1	16.0	13.6	35.7	13.6	11.2	15.4	14.7	15.2	3/	16.5	16.6	27.3	27.2
3 members.....	16.0	14.2	15.2	16.6	14.7	34.5	13.8	11.3	15.7	12.7	14.0	14.8	16.6	17.2	26.8	27.1
4 and 5 members.....	15.6	14.3	14.0	15.6	13.1	35.0	13.8	11.1	14.4	14.1	15.0	12.9	16.8	17.4	26.7	26.8
6 and over.....	15.8	13.7	15.1	15.9	3/	36.6	14.0	10.9	14.7	13.0	13.9	14.9	16.2	16.3	26.9	27.0
Presence of children 4/:																
No children.....	16.0	14.5	14.9	15.6	13.7	35.0	13.9	11.2	15.4	14.4	15.4	3/	16.4	16.5	27.2	27.0
Under 6 years.....	15.8	14.0	13.9	16.7	3/	35.9	14.0	11.1	13.9	13.6	14.5	13.8	16.4	17.0	27.0	27.1
6-12 years.....	15.6	14.1	14.6	16.4	3/	34.8	13.7	11.1	14.7	13.2	13.9	13.5	16.4	16.8	26.7	26.9
13-20 years.....	15.7	14.2	15.5	15.8	13.0	34.8	13.8	11.1	14.5	13.2	14.8	14.5	16.6	17.0	26.7	26.9
Occupation of family head:																
Executive,professional....	15.7	14.2	13.9	17.4	13.8	35.1	13.8	11.2	14.7	13.2	14.3	13.1	15.8	16.5	27.1	26.9
Clerical,sales,service....	15.7	14.6	15.3	15.7	14.3	35.6	13.7	11.3	15.3	14.1	14.1	14.4	16.0	16.9	27.2	26.8
Craftsman, laborer.....	15.7	14.0	15.0	15.6	12.8	34.6	13.8	11.0	14.6	12.9	14.7	13.9	16.5	17.0	26.5	26.8
Farmer.....	17.0	15.3	14.6	17.5	14.2	42.3	14.7	11.7	15.9	16.1	3/	3/	17.5	17.2	27.8	27.6
Unclassified.....	16.0	14.6	16.0	15.0	13.9	35.9	13.3	11.0	15.5	14.4	15.6	3/	16.6	16.9	26.6	27.6
Education of family head:																
Grammar school.....	15.9	14.5	14.7	16.0	13.9	35.1	13.9	11.2	15.1	13.4	14.4	3/	17.0	17.1	26.9	27.1
Some high school.....	15.9	14.3	14.7	15.3	13.4	35.5	13.8	11.2	14.7	14.3	14.4	13.7	16.3	16.9	26.7	26.8
Some college.....	15.6	14.0	14.8	17.2	13.3	34.7	13.7	11.0	15.1	13.2	15.2	13.4	16.1	16.6	27.0	27.2
Age of housewife:																
Under 35 years.....	15.7	14.0	13.4	16.2	3/	35.3	14.1	11.2	14.8	13.6	14.4	13.7	16.6	17.2	26.9	26.9
35-44 years.....	15.6	14.3	15.2	15.9	12.2	34.2	13.7	11.1	14.7	14.0	14.5	13.7	17.0	16.7	26.6	26.6
45 years and over.....	15.9	14.4	15.2	15.9	13.9	35.8	13.7	11.1	15.1	13.7	14.8	13.4	16.2	16.9	27.1	27.4

<sup>1/</sup> Per 6-ounce can except frozen lemon juice, per 5- to 6-ounce cans, chilled orange juice per 32-ounce can, and single-strength orangeade per 46-ounce can.

<sup>2/</sup> Data not available for April-September 1955.

<sup>3/</sup> Too few purchases reported for analysis.

<sup>4/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 5.--Frozen juices, chilled juice and ades: Purchases per 1,000 persons, by family characteristics and place of residence, April-September 1955 and April-September 1957 <sup>1/</sup>

Item	Purchases per 1,000 persons																	
	Frozen concentrated juices					Frozen lemon juice	Chilled orange juice 2/	Concentrated ades								Single- strength orangeade		
	Orange	Grape- fruit 2/	Total 3/	Lemonade				Orangeade										
		1955		1957	1955			1957	1955	1957	1955	1957	1955	1957				
	1955	1957	1957	1955	1957	1955	1957	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cals.	Cases 4/	Cases 4/
United States.....	204	216	2	230	240	1	1	69	55	63	2	1	2	1	7	4	18	22
Geographic region:																		
Northeast.....	324	315	4	369	356	2	1	156	76	81	4	2	7	4	4	2	10	10
North Central.....	187	226	2	212	249	1	5/	46	63	67	2	2	1	5/	11	8	25	26
South.....	110	121	1	120	131	1	5/	40	19	24	5/	5/	5/	5/	1	5/	16	24
Mountain-Southwest.....	156	158	2	174	175	1	1	14	43	57	4	2	1	5/	13	6	24	33
Pacific.....	202	203	3	231	226	1	5/	19	72	96	3	1	5/	5/	8	6	23	29
Size of community:																		
Farm.....	59	77	5/	66	83	5/	5/	16	14	20	1	1	5/	5/	7	6	19	23
City (population):																		
Under 10,000.....	126	149	2	142	164	1	5/	57	36	42	2	1	1	5/	11	7	20	28
10,000-99,999.....	189	201	2	217	221	1	1	48	61	65	3	2	1	1	8	3	21	32
100,000-499,999.....	234	224	3	270	253	2	1	49	63	74	2	1	2	1	4	4	21	25
500,000 and over.....	315	322	4	352	359	1	1	120	80	87	3	2	5	2	4	3	14	12
Family income:																		
Upper.....	285	281	3	319	310	2	1	63	77	86	2	2	2	2	6	6	13	16
Upper middle.....	217	239	2	246	268	1	5/	69	55	70	2	2	3	1	6	4	18	27
Lower middle.....	180	192	3	206	214	1	5/	92	49	52	2	5/	2	1	7	4	21	20
Lower.....	129	144	2	146	161	1	5/	49	37	40	3	1	2	1	6	3	21	27
Size of family:																		
1 and 2 members.....	240	273	5	273	303	2	1	82	78	81	4	2	1	5/	10	6	18	21
3 members.....	263	242	2	297	268	1	1	115	65	80	3	2	3	1	5	2	22	24
4 and 5 members.....	219	234	2	246	262	1	5/	71	53	64	2	1	3	2	6	4	18	20
6 and over.....	95	114	2	106	125	5/	5/	16	25	29	1	1	2	1	5	4	16	25
Presence of children 6/:																		
No children.....	236	261	4	268	290	2	1	80	70	75	4	2	2	5/	9	5	17	20
Under 6 years.....	166	165	2	188	182	5/	5/	65	40	45	1	1	3	2	5	4	14	19
6-12 years.....	177	183	2	199	205	5/	5/	45	44	50	2	1	3	2	5	3	20	24
13-20 years.....	170	193	2	187	215	1	5/	48	48	60	2	1	2	1	6	3	20	27
Occupation of family head:																		
Executive, professional....	371	381	5	410	422	2	1	135	84	108	2	1	2	3	6	4	12	20
Clerical, sales, service....	310	303	3	351	337	1	1	85	78	77	5	2	3	1	5	5	13	15
Craftsman, laborer.....	168	171	2	193	192	1	1	58	50	52	2	1	3	1	6	3	21	26
Farmer.....	60	63	1	69	71	5/	5/	6	20	28	1	1	5/	5/	8	8	18	19
Unclassified.....	184	222	2	206	242	2	1	60	54	61	3	2	1	5/	10	4	19	22
Education of family head:																		
Grammar school.....	126	122	1	142	134	1	5/	53	36	32	2	1	2	5/	7	4	20	25
Some high school.....	234	256	3	269	288	2	1	70	65	76	3	1	4	2	7	5	19	22
Some college.....	365	358	3	403	394	2	1	106	87	110	2	2	2	1	6	5	11	16
Age of housewife:																		
Under 35 years.....	172	175	2	198	195	1	5/	62	45	47	1	1	3	1	4	4	14	22
35-44 years.....	225	218	2	254	245	1	1	52	54	66	2	1	2	2	6	3	22	24
45 years and over.....	211	241	3	236	266	2	1	84	62	71	4	2	2	1	8	5	18	21

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those that did not make any purchases during the 6-month period.

<sup>2/</sup> Data not available for April-September 1955.

<sup>3/</sup> Includes purchases of other frozen concentrated juices.

<sup>4/</sup> Equivalent cases of 24 No. 2 cans, 432 ounces per case.

<sup>5/</sup> Too few purchases reported for analysis.

<sup>6/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.



Table 6---Canned single-strength juices: Percentage of all families buying, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Percentage of families buying											
	Orange		Grapefruit		Lemon		Prune		Tomato		All canned juices <sup>1/</sup>	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	30.9	27.2	24.0	21.5	11.3	12.0	17.3	17.3	43.1	41.9	80.5	79.9
Geographic region:												
Northeast.....	27.1	25.4	25.6	21.4	15.7	14.3	25.8	26.9	49.4	47.6	85.4	84.7
North Central.....	29.9	27.1	20.3	19.7	12.7	13.4	13.2	13.2	40.5	39.5	79.1	77.6
South.....	38.1	34.1	23.7	23.8	5.9	7.3	14.2	12.8	35.3	31.8	72.3	73.2
Mountain-Southwest.....	30.1	25.4	24.5	23.9	9.2	7.6	17.3	15.8	45.4	46.3	81.9	82.4
Pacific.....	28.9	21.3	29.3	20.0	10.8	15.3	15.9	16.5	48.7	49.2	87.0	85.2
Size of community:												
Farm.....	37.1	33.1	19.6	19.1	6.6	6.5	8.5	9.5	26.9	29.9	67.0	67.2
City (population):												
Under 10,000.....	34.7	31.6	22.5	19.7	9.1	9.8	14.3	14.1	38.3	36.3	78.5	77.2
10,000-99,999.....	32.4	28.0	25.8	23.0	10.1	13.2	15.7	16.3	45.0	44.7	83.7	81.3
100,000-499,999.....	28.9	24.8	22.3	22.1	11.0	11.6	17.1	17.8	47.0	42.5	83.0	82.5
500,000 and over.....	25.0	21.4	27.8	23.1	16.5	16.7	25.8	24.6	52.7	51.5	86.5	87.3
Family income:												
Upper.....	27.0	26.0	22.9	23.1	12.9	14.4	17.9	18.1	47.8	50.7	81.4	85.0
Upper middle.....	26.8	26.5	22.6	18.1	12.4	13.2	17.9	18.0	47.0	43.3	84.0	81.6
Lower middle.....	33.2	28.7	23.7	20.7	10.1	11.4	18.5	18.3	41.6	40.6	78.4	79.6
Lower.....	36.5	27.8	26.5	23.9	9.8	9.1	15.2	14.9	36.4	33.1	78.1	73.8
Size of family:												
1 and 2 members.....	30.2	24.9	27.4	24.0	11.8	12.8	18.2	18.2	38.4	36.2	79.3	78.2
3 members.....	31.8	25.4	22.6	22.3	13.7	13.2	18.0	17.1	42.6	43.3	81.6	80.6
4 and 5 members.....	29.2	28.1	21.2	19.2	9.5	10.9	17.8	17.5	49.4	47.5	81.9	83.4
6 and over.....	35.8	35.1	23.7	18.1	9.6	10.6	12.1	14.4	42.0	42.2	78.0	75.6
Presence of children <sup>2/</sup> :												
No children.....	30.8	25.3	27.4	24.2	11.9	12.5	18.1	18.2	38.1	37.1	78.7	78.2
Under 6 years.....	31.7	31.6	20.9	18.4	10.2	10.4	16.5	15.4	49.0	44.5	84.6	80.0
6-12 years.....	29.7	28.6	21.0	17.4	10.2	11.0	17.3	15.7	45.3	43.8	79.4	80.1
13-20 years.....	33.2	30.3	23.3	21.5	11.3	12.2	13.9	17.1	46.6	47.4	82.4	82.8
Occupation of family head:												
Executive, professional.....	22.9	21.2	23.8	21.5	14.3	16.8	21.4	19.3	55.8	54.1	88.8	88.4
Clerical, sales, service.....	27.7	21.3	23.6	21.3	15.2	14.0	20.0	21.3	52.3	46.2	83.2	84.4
Craftsman, laborer.....	33.0	30.0	24.2	20.3	10.3	11.6	18.7	18.4	43.8	41.8	81.0	80.5
Farmer.....	35.8	30.5	19.0	17.8	6.3	6.1	7.6	8.5	26.4	30.2	67.6	64.6
Unclassified.....	31.9	28.7	28.2	27.3	12.0	10.4	14.7	15.0	33.1	33.5	78.5	76.4
Education of family head:												
Grammar school.....	35.9	31.8	24.3	23.6	10.1	9.3	15.2	15.9	36.3	33.6	77.0	74.9
Some high school.....	28.2	25.5	23.8	19.4	11.4	13.1	18.8	18.0	48.4	45.5	83.1	81.6
Some college.....	22.2	20.6	23.2	21.5	14.7	15.8	20.2	18.8	51.3	52.8	85.0	88.0
Age of housewife:												
Under 35 years.....	30.7	27.5	16.4	14.5	9.1	10.2	16.8	13.0	46.9	42.8	80.7	76.4
35-44 years.....	29.1	26.3	23.0	18.3	10.6	12.2	20.2	19.9	48.7	46.7	84.1	81.7
45 years and over.....	31.8	27.6	27.6	25.1	12.6	12.5	16.3	17.5	39.0	39.5	78.7	80.3

<sup>1/</sup> Includes purchases of other canned juices.

<sup>2/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 7.--Canned single-strength juices: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average number of purchases											
	Orange		Grapefruit		Lemon		Prune		Tomato		All canned juices <sup>1/</sup>	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	3.9	3.7	3.9	3.5	2.6	2.2	4.7	5.1	4.0	4.1	10.2	10.3
Geographic region:												
Northeast.....	4.0	3.5	3.8	3.8	2.6	2.6	5.6	6.0	5.0	5.0	13.3	13.8
North Central.....	3.4	3.4	3.7	2.9	2.4	1.7	4.4	4.2	3.4	3.6	8.1	8.1
South.....	4.4	4.4	3.9	3.8	3.0	1.8	4.1	5.1	3.5	3.8	9.5	9.3
Mountain-Southwest.....	3.7	4.2	4.4	3.9	2.0	2.8	3.5	4.2	3.9	3.7	9.4	9.2
Pacific.....	3.9	2.9	3.8	3.7	2.3	2.4	3.1	3.6	4.1	3.7	9.6	9.4
Size of community:												
Farm.....	3.6	3.8	3.3	3.0	2.0	2.2	3.1	3.6	3.0	3.0	6.8	7.3
City (population):												
Under 10,000.....	4.2	4.2	3.7	3.8	2.9	1.6	3.6	4.1	3.5	3.8	8.2	8.6
10,000-99,999.....	3.4	3.3	4.2	3.6	2.6	1.9	3.7	4.4	4.1	3.9	9.3	9.1
100,000-499,999.....	4.2	4.0	4.0	3.1	2.3	2.2	5.2	5.4	3.6	3.8	9.8	9.1
500,000 and over.....	4.2	3.7	3.9	3.8	2.4	2.4	5.0	5.2	4.6	4.5	13.0	13.0
Family income:												
Upper.....	4.1	3.5	4.3	3.6	2.4	2.2	4.9	5.3	4.5	4.5	11.6	11.9
Upper middle.....	3.8	4.0	3.6	3.5	3.0	2.2	5.3	5.0	4.0	3.8	9.9	10.1
Lower middle.....	3.8	3.5	3.5	3.4	2.8	2.0	4.6	5.3	3.9	4.4	10.1	9.8
Lower.....	3.9	3.9	3.9	3.6	2.4	2.7	4.2	4.9	3.9	3.7	9.4	9.5
Size of family:												
1 and 2 members.....	3.6	3.6	3.9	3.6	2.6	2.1	5.0	4.8	4.0	4.2	9.6	10.0
3 members.....	4.0	3.8	3.6	3.1	2.5	2.4	4.8	6.3	4.2	4.0	10.5	10.2
4 and 5 members.....	4.0	4.0	3.7	3.3	2.8	2.4	4.2	4.6	4.1	4.3	10.8	10.8
6 and over.....	5.1	4.0	4.1	4.4	2.7	1.8	5.0	5.1	4.7	4.2	11.8	10.9
Presence of children <sup>2/</sup> :												
No children.....	3.7	3.7	4.0	3.8	2.6	2.2	5.1	5.2	4.2	4.3	10.1	10.3
Under 6 years.....	4.3	3.9	3.4	2.9	2.0	1.8	3.7	3.7	3.4	3.3	9.6	9.6
6-12 years.....	4.4	3.9	3.6	3.5	2.7	2.2	4.1	4.3	4.1	4.0	10.8	10.0
13-20 years.....	4.3	3.5	3.8	3.5	3.0	2.4	5.1	6.1	4.6	4.6	10.9	11.0
Occupation of family head:												
Executive, professional.....	4.3	3.9	4.5	3.8	2.4	2.0	4.6	5.1	4.2	4.4	11.2	11.7
Clerical, sales, service.....	3.6	3.1	4.1	2.7	2.3	2.1	5.1	4.9	4.1	3.9	11.2	10.0
Craftsman, laborer.....	3.8	3.5	3.7	3.7	2.8	2.1	4.8	5.2	4.0	4.0	10.1	10.0
Farmer.....	3.9	3.2	3.3	3.0	2.4	2.3	2.7	3.4	3.1	3.0	7.2	6.9
Unclassified.....	4.4	5.0	3.9	4.0	2.6	3.2	4.3	5.0	4.3	4.7	9.9	11.0
Education of family head:												
Grammar school.....	3.8	3.4	4.1	3.6	2.4	1.9	4.6	5.1	4.2	4.2	9.6	9.3
Some high school.....	4.1	4.1	3.6	3.5	2.9	2.7	4.9	5.4	4.0	4.1	10.7	10.8
Some college.....	3.9	3.7	3.8	3.4	2.4	1.9	4.6	4.5	3.7	4.0	10.6	10.9
Age of housewife:												
Under 35 years.....	3.9	4.1	3.4	3.2	1.9	2.1	3.8	3.7	3.4	3.3	9.0	9.0
35-44 years.....	3.7	3.2	3.4	3.0	2.9	1.7	4.7	4.9	4.1	4.1	10.5	10.0
45 years and over.....	4.0	3.8	4.2	3.9	2.7	2.5	5.1	5.7	4.3	4.4	10.5	10.8

<sup>1/</sup> Includes purchases of other canned juices.

<sup>2/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.



Table 8.--Canned single-strength juices: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average volume of purchases											
	Orange		Grapefruit		Lemon		Prune		Tomato		All canned juices <sup>1/</sup>	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/	Bottle 2/	Bottle 2/	Cans 2/	Cans 2/	Cans 2/	Cans 2/
United States.....	4.9	4.7	5.6	5.0	7.1	6.3	5.7	6.5	4.8	5.2	11.4	11.6
Geographic region:												
Northeast.....	5.3	4.8	5.4	5.2	7.1	7.9	6.8	7.6	5.4	5.7	14.1	15.1
North Central.....	4.4	4.4	5.8	4.4	8.6	5.5	5.3	5.3	4.3	4.8	9.4	9.7
South.....	5.4	5.4	5.7	5.1	7.1	4.7	4.7	6.1	3.8	4.3	10.6	10.2
Mountain-Southwest.....	4.5	4.9	6.2	5.2	3.9	6.3	4.5	5.9	4.3	4.3	10.3	10.0
Pacific.....	4.6	3.5	5.2	5.1	6.3	5.5	3.5	4.6	5.5	5.7	11.2	11.5
Size of community:												
Farm.....	4.8	5.1	5.4	4.1	5.5	6.3	3.6	4.3	3.9	3.8	8.6	8.8
City (population):												
Under 10,000.....	5.4	5.4	5.3	5.3	7.8	3.9	4.3	4.9	3.9	4.7	9.2	9.9
10,000-99,999.....	4.2	3.9	6.3	5.4	6.3	4.7	4.7	5.3	5.1	5.3	10.7	10.8
100,000-499,999.....	5.4	5.2	5.8	4.1	6.3	5.5	5.8	7.4	4.2	4.8	11.1	10.3
500,000 and over.....	5.0	4.6	5.3	5.2	7.8	7.9	6.1	6.8	5.2	5.4	13.5	14.1
Family income:												
Upper.....	5.4	5.1	6.3	5.3	7.1	7.1	6.3	7.7	5.4	6.0	13.1	14.4
Upper middle.....	4.8	5.1	5.4	5.0	8.6	6.3	6.2	5.9	4.9	4.8	10.8	11.3
Lower middle.....	5.1	3.8	5.2	4.6	7.8	5.5	5.3	6.3	4.5	5.2	11.4	10.6
Lower.....	4.4	5.1	5.5	4.9	6.3	7.1	4.9	5.9	4.2	4.5	10.2	10.6
Size of family:												
1 and 2 members.....	4.2	4.4	5.5	4.8	7.1	5.5	5.9	5.9	4.4	5.0	10.1	10.8
3 members.....	4.6	4.4	5.4	4.4	7.1	7.1	5.1	7.8	4.8	4.9	11.1	11.3
4 and 5 members.....	5.0	4.8	5.4	4.4	7.8	7.1	5.1	5.9	4.7	5.2	11.9	12.0
6 and over.....	7.7	6.1	6.2	7.5	8.6	5.5	6.8	7.0	6.8	6.5	15.5	15.3
Presence of children <sup>3/</sup> :												
No children.....	4.5	4.8	5.8	5.1	7.1	6.3	6.1	6.9	4.8	5.3	11.0	11.6
Under 6 years.....	5.4	4.5	5.0	4.0	5.5	5.5	4.6	4.7	4.1	4.0	10.9	10.8
6-12 years.....	5.8	5.2	5.3	5.2	7.8	7.1	4.9	5.3	5.1	5.2	12.4	11.8
13-20 years.....	5.8	5.1	5.5	5.3	9.4	7.1	6.1	7.3	5.9	6.1	13.1	13.2
Occupation of family head:												
Executive, professional.....	5.4	5.2	6.5	5.0	6.3	5.5	5.5	6.6	4.8	5.4	12.2	13.1
Clerical, sales, service.....	4.5	3.6	5.8	3.4	5.5	6.3	6.3	6.3	4.4	4.6	11.7	10.5
Craftsman, laborer.....	4.9	4.3	5.2	5.3	8.6	6.3	5.7	6.2	4.8	5.0	11.3	11.3
Farmer.....	4.9	4.7	5.0	4.4	7.9	7.1	3.4	4.0	4.2	4.3	8.8	9.1
Unclassified.....	5.0	6.4	5.9	5.6	7.1	8.6	5.1	7.4	4.7	5.8	11.2	12.8
Education of family head:												
Grammar school.....	5.0	4.5	6.0	5.2	7.1	5.5	5.3	6.8	5.1	5.4	11.1	11.2
Some high school.....	5.1	5.4	5.3	4.9	7.1	7.9	5.9	6.6	4.7	5.1	11.6	12.0
Some college.....	4.5	3.8	5.3	4.3	7.1	5.5	5.7	5.7	4.3	5.0	11.4	11.9
Age of housewife:												
Under 35 years.....	4.4	4.1	4.6	4.0	4.7	5.5	4.6	5.0	3.6	3.7	9.3	9.5
35-44 years.....	4.9	4.6	5.2	4.5	7.8	5.5	5.5	5.7	5.0	5.4	11.9	12.0
45 years and over.....	5.1	5.0	6.0	5.4	7.8	7.1	6.1	7.4	5.3	5.5	11.9	12.3

<sup>1/</sup> Includes purchases of other canned juices.

<sup>2/</sup> The figures for average volume are equivalent number of 46-ounce cans, except lemon juice figures are equivalent 5½-6-ounce cans, and prune juice figures are equivalent 32-ounce bottles.

<sup>3/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 9.--Canned single-strength juices: Average price paid per can by household consumers, by family characteristics and place of residence, April-September 1955 and April-September 1957 <sup>1/</sup>

Item	Average price paid									
	Orange		Grapefruit		Lemon		Prune		Tomato	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	30.9	31.6	24.4	27.4	12.9	10.6	32.6	32.8	26.6	26.6
Geographic region:										
Northeast.....	29.6	30.3	23.4	26.9	12.7	10.6	30.8	31.0	27.5	28.1
North Central.....	30.7	31.0	23.7	26.8	12.9	11.0	34.2	34.9	27.0	26.7
South.....	30.2	31.1	23.3	27.2	14.5	11.0	33.8	33.3	27.9	28.4
Mountain-Southwest.....	32.9	34.0	26.2	27.4	18.6	11.5	35.2	35.3	27.2	28.7
Pacific.....	34.0	36.2	26.4	29.6	11.1	10.1	32.1	32.5	24.2	22.8
Size of community:										
Farm.....	31.1	31.9	25.4	28.0	17.7	10.9	35.8	35.3	28.6	28.1
City (population):										
Under 10,000.....	31.6	31.9	25.1	28.1	13.7	10.9	34.6	35.2	27.5	27.8
10,000-99,999.....	30.6	31.5	24.4	26.9	12.7	12.5	33.2	33.6	26.3	26.5
100,000-499,999.....	29.3	31.0	23.9	26.8	13.3	10.7	33.1	32.9	26.4	26.5
500,000 and over.....	31.7	31.3	23.8	27.3	11.4	9.8	31.0	31.2	25.7	25.5
Family income:										
Upper.....	31.2	30.9	24.4	27.3	13.1	10.6	32.7	32.5	26.7	26.5
Upper middle.....	31.0	31.5	24.0	26.8	12.0	10.9	32.1	33.1	26.1	26.1
Lower middle.....	30.1	31.8	24.1	27.4	12.9	11.5	33.0	32.7	26.7	27.0
Lower.....	31.7	32.3	25.0	28.0	13.6	10.2	32.4	33.2	27.1	27.0
Size of family:										
1 and 2 members.....	31.5	32.8	24.7	27.8	13.2	10.4	33.1	33.8	26.7	26.6
3 members.....	30.7	31.8	24.9	27.9	13.8	11.2	31.8	32.5	26.7	27.3
4 and 5 members.....	31.2	31.0	24.1	26.9	12.1	10.6	33.1	32.5	26.4	26.6
6 and over.....	30.3	30.8	23.9	26.9	12.9	10.4	30.9	31.7	26.7	26.4
Presence of children <sup>2/</sup> :										
No children.....	31.2	32.3	24.7	27.8	13.1	10.4	32.9	33.5	26.8	26.6
Under 6 years.....	30.8	31.2	23.7	27.2	12.7	10.2	32.1	31.7	26.2	26.4
6-12 years.....	30.9	31.0	23.9	26.6	13.0	10.6	32.4	32.0	26.6	26.6
13-20 years.....	30.9	30.8	24.3	27.1	12.6	11.5	31.8	32.6	26.5	26.8
Occupation of family head:										
Executive, professional.....	31.0	31.9	24.1	27.7	12.2	11.2	32.0	32.9	26.1	26.1
Clerical, sales, service.....	31.3	30.6	25.1	26.8	13.9	11.4	32.4	33.0	27.0	26.5
Craftsman, laborer.....	30.3	31.3	23.9	27.0	12.4	9.8	32.5	32.2	26.5	26.8
Farmer.....	32.1	31.3	26.1	28.2	14.6	10.9	35.5	35.1	28.1	27.0
Unclassified.....	31.8	32.7	24.7	28.0	13.5	11.4	33.1	34.1	26.3	26.7
Education of family head:										
Grammar school.....	30.8	31.8	24.6	27.6	13.0	10.4	32.7	32.9	27.2	27.2
Some high school.....	26.6	31.3	24.5	27.0	12.2	10.7	32.8	32.7	26.3	26.5
Some college.....	31.3	31.7	23.9	28.1	12.3	10.8	31.9	32.8	26.0	25.9
Age of housewife:										
Under 35 years.....	30.8	31.4	24.4	27.1	13.0	10.1	32.5	31.5	26.5	26.3
35-44 years.....	31.0	30.6	23.8	27.3	13.0	11.0	32.1	32.2	26.5	26.5
45 years and over.....	31.0	32.2	24.7	27.6	12.9	10.6	32.9	33.4	26.7	26.7

<sup>1/</sup> Per 46-ounce can, except lemon juice, per 5 $\frac{1}{2}$ -6-ounce can; and prune juice, per 32-ounce bottle.

<sup>2/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.



Table 10.--Canned single-strength juices: Purchases per 1,000 persons, by family characteristics and place of residence, April-September 1955 and April-September 1957 <sup>1/</sup>

Item	Purchases per 1,000 persons											
	Orange		Grapefruit		Lemon		Prune		Tomato		All canned juices <sup>2/</sup>	
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/
United States.....	49	41	43	34	3	3	22	25	66	69	292	300
Geographic region:												
Northeast.....	47	40	45	37	4	4	40	47	87	90	394	423
North Central.....	44	39	39	29	4	3	16	16	58	63	248	248
South.....	57	52	38	34	1	1	13	15	38	39	212	209
Mountain-Southwest.....	45	41	50	40	2	2	18	22	64	66	277	272
Pacific.....	48	27	56	37	3	4	14	19	99	104	354	357
Size of community:												
Farm.....	47	45	29	21	1	1	6	8	29	30	155	160
City (population):												
Under 10,000.....	60	54	38	34	3	2	14	16	49	55	234	248
10,000-99,999.....	46	38	54	42	3	3	17	20	77	79	300	297
100,000-499,999.....	51	42	43	30	3	3	23	30	65	67	302	282
500,000 and over.....	41	33	48	39	5	5	36	38	90	92	388	409
Family income:												
Upper.....	44	38	43	36	3	4	24	29	78	88	321	357
Upper middle.....	38	40	36	27	4	3	23	22	68	62	270	274
Lower middle.....	52	34	38	29	3	2	21	25	58	66	275	262
Lower.....	61	55	56	46	3	3	19	24	59	59	302	307
Size of family:												
1 and 2 members.....	74	64	88	68	6	5	43	44	98	106	464	493
3 members.....	52	40	43	35	4	4	23	33	73	76	322	322
4 and 5 members.....	35	33	27	20	2	2	16	18	56	60	236	243
6 and over.....	41	32	22	20	1	1	8	10	42	41	179	174
Presence of children <sup>4/</sup> :												
No children.....	71	63	82	64	5	5	39	46	94	102	445	472
Under 6 years.....	36	30	22	16	1	1	11	11	43	37	194	181
6-12 years.....	37	31	23	19	2	2	12	12	48	48	208	200
13-20 years.....	42	34	28	25	3	2	13	19	61	64	234	242
Occupation of family head:												
Executive, professional.....	40	36	51	35	4	4	27	29	88	97	359	382
Clerical, sales, service.....	45	27	49	26	4	4	32	34	84	76	350	318
Craftsman, laborer.....	48	38	37	31	3	2	22	23	62	61	269	266
Farmer.....	48	38	26	21	2	1	5	6	30	35	162	157
Unclassified.....	75	85	78	71	5	5	24	36	73	90	410	455
Education of family head:												
Grammar school.....	56	45	46	39	3	2	18	24	58	58	269	268
Some high school.....	46	43	40	30	3	4	25	26	72	73	308	311
Some college.....	34	27	41	32	4	3	27	25	74	88	325	355
Age of housewife:												
Under 35 years.....	35	29	19	15	1	2	14	11	43	39	192	183
35-44 years.....	38	32	31	22	3	2	20	20	64	66	263	253
45 years and over.....	65	56	67	55	5	4	28	37	82	90	378	406

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

<sup>2/</sup> Includes purchases of other canned juices.

<sup>3/</sup> Equivalent cases of 24 No. 2 cans, 432 ounces per case.

<sup>4/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 11.--Fresh and canned citrus fruit: Percentage of all families buying, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Percentage of families buying												
	California-Arizona oranges		Florida oranges		Unidentified oranges		All oranges 1/		All grapefruit		Lemons		Canned grape-fruit sections 2/
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1957
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States.....	45.3	46.1	26.8	23.1	22.1	20.2	62.2	61.0	38.6	38.9	59.0	54.2	16.3
Geographic region:													
Northeast.....	54.4	55.8	45.7	37.0	24.9	22.0	71.9	69.8	46.9	48.0	62.7	56.5	21.8
North Central.....	58.1	56.7	22.0	18.9	23.0	21.2	68.3	65.7	39.3	39.7	59.7	51.4	16.3
South.....	14.3	13.7	32.6	29.7	18.4	17.8	47.2	45.6	31.1	28.1	60.4	57.5	7.9
Mountain-Southwest.....	39.0	43.3	13.8	12.0	18.4	18.1	52.6	57.0	29.6	33.3	58.2	59.3	10.4
Pacific.....	57.5	54.8	2.4	2.8	24.2	19.7	63.4	59.9	41.6	40.6	48.9	46.2	24.4
Size of community:													
Farm.....	29.0	33.4	19.3	15.1	20.8	18.4	49.4	50.3	27.8	30.3	55.2	51.0	9.2
City (population):													
Under 10,000.....	36.6	40.7	21.2	18.9	22.1	20.7	56.7	57.1	30.7	31.4	54.8	54.8	15.8
10,000-99,999.....	47.1	45.8	30.2	26.2	19.8	18.4	62.8	61.0	40.3	38.6	62.4	53.4	14.8
100,000-499,999.....	47.6	44.0	29.5	27.6	19.3	17.4	64.4	61.8	41.4	41.5	61.6	56.3	16.9
500,000 and over.....	59.1	59.5	31.7	26.5	26.0	23.7	71.9	70.1	48.2	48.6	61.0	54.5	21.3
Family income:													
Upper.....	48.2	53.4	28.6	24.9	25.4	22.0	65.6	68.0	43.3	46.7	62.2	59.9	21.3
Upper middle.....	46.7	47.8	25.3	24.6	23.3	21.6	64.3	63.2	37.7	37.2	59.9	54.2	15.2
Lower middle.....	48.9	44.8	26.9	21.6	21.8	19.8	63.3	59.5	36.3	36.4	59.2	50.7	13.1
Lower.....	38.0	38.5	26.3	21.2	18.1	17.5	55.8	53.7	37.2	35.2	55.0	51.9	15.6
Size of family:													
1 and 2 members.....	42.4	41.7	22.3	19.9	18.6	17.7	57.6	55.4	42.7	43.0	59.7	55.4	21.0
3 members.....	44.7	47.2	27.1	24.4	23.8	18.4	62.3	62.6	38.2	38.8	61.3	55.6	18.6
4 and 5 members.....	50.6	51.7	30.7	24.8	25.3	23.0	67.5	66.2	36.7	36.7	57.9	52.4	12.7
6 and over.....	41.2	43.3	28.9	25.6	20.7	23.5	61.5	62.3	32.3	32.1	55.6	52.8	8.0
Presence of children 3/:													
No children.....	43.2	42.6	23.9	21.8	19.3	17.8	58.9	56.7	42.3	43.1	59.4	56.8	21.2
Under 6 years.....	48.3	46.6	30.3	23.5	25.6	25.7	67.3	62.5	35.4	33.3	57.7	48.8	9.0
6-12 years.....	48.4	49.2	29.3	24.3	25.5	22.4	66.5	66.0	34.9	33.7	58.5	52.7	11.2
13-20 years.....	45.8	48.8	29.7	24.6	21.7	20.6	64.1	65.3	37.0	37.4	59.7	54.7	12.9
Occupation of family head:													
Executive, professional..	55.8	51.4	32.9	26.9	25.1	23.4	71.9	67.9	51.3	49.7	67.3	61.6	22.6
Clerical, sales, service..	48.3	47.1	30.1	23.1	22.6	20.0	63.8	61.8	43.4	46.0	61.8	52.9	16.2
Craftsman, laborer.....	46.1	48.2	26.9	23.8	21.9	21.0	63.0	62.5	34.1	33.9	57.6	50.9	13.9
Farmer.....	33.8	35.4	18.1	12.2	22.6	15.6	52.1	49.8	26.8	28.3	54.6	51.2	8.8
Unclassified.....	38.9	40.8	24.0	24.5	18.4	18.0	56.3	56.7	45.1	42.8	55.7	58.1	21.5
Education of family head:													
Grammar school.....	41.2	39.9	25.0	21.3	20.7	18.9	58.5	55.3	34.1	33.6	57.2	51.9	14.0
Some high school.....	46.9	49.3	26.1	23.4	22.3	19.4	63.4	63.2	37.3	38.7	57.6	54.4	16.6
Some college.....	54.0	52.8	33.2	26.5	25.8	25.5	70.1	69.4	54.5	52.1	67.5	59.0	21.2
Age of housewife:													
Under 35 years.....	45.7	44.2	24.3	20.2	25.7	22.1	62.3	58.6	30.9	28.8	53.3	43.3	7.9
35-44 years.....	51.9	50.8	29.3	24.7	25.1	22.8	68.3	66.4	37.1	35.4	59.4	53.5	13.5
45 years and over.....	42.2	44.6	26.6	23.3	19.2	18.5	59.3	59.5	42.5	43.6	61.2	57.9	20.2

1/ Includes purchases of Texas oranges.

2/ Data for April-September 1955 not available.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.



Table 12.--Fresh and canned citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average number of purchases												
	California- Arizona oranges		Florida oranges		Unidentified oranges		All oranges 1/		All grapefruit		Lemons		Canned grape- fruit sections 2/
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1957
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	5.6	5.1	4.7	4.5	2.9	2.5	7.2	6.5	4.9	4.6	5.2	4.7	2.9
Geographic region:													
Northeast.....	6.1	5.8	5.6	5.4	3.0	2.8	9.2	8.4	5.4	5.1	5.7	5.0	3.0
North Central.....	5.7	5.0	3.2	3.7	2.5	2.1	6.7	6.1	4.7	4.7	3.9	3.5	3.3
South.....	3.4	3.9	4.3	4.3	3.9	3.3	5.5	5.3	4.4	4.3	7.4	7.0	2.7
Mountain-Southwest.....	5.3	4.3	3.4	1.8	2.6	2.1	6.2	5.0	4.4	3.9	4.8	4.4	2.4
Pacific.....	5.6	5.3	2.4	1.2	2.7	2.7	6.2	5.8	5.6	4.4	4.2	3.4	2.2
Size of community:													
Farm.....	5.0	4.2	3.2	4.3	2.9	2.1	5.4	5.0	4.0	4.5	5.2	4.7	2.5
City (population):													
Under 10,000.....	4.8	4.1	3.8	3.5	3.1	2.3	5.8	5.0	4.8	4.0	5.3	4.8	2.8
10,000-99,999.....	5.4	4.8	3.8	3.2	2.0	1.9	6.6	5.7	4.7	4.3	4.5	4.1	3.0
100,000-499,999.....	5.4	4.8	4.4	4.1	3.1	2.7	7.0	6.1	4.9	4.4	5.6	4.8	2.8
500,000 and over.....	5.8	5.7	5.8	5.6	2.9	2.8	8.4	8.1	5.2	4.9	5.6	5.2	2.9
Family income:													
Upper.....	6.6	5.3	5.4	5.4	2.7	2.3	8.3	7.0	5.5	4.6	5.7	5.1	2.7
Upper middle.....	5.3	5.0	4.8	4.3	3.1	2.8	7.0	6.5	4.8	4.9	5.4	4.6	3.1
Lower middle.....	5.4	4.9	4.3	3.8	3.1	2.4	7.1	6.0	4.4	3.9	4.7	4.7	2.8
Lower.....	5.1	5.4	4.3	4.7	2.8	2.8	6.5	6.8	4.8	5.2	5.2	4.5	3.1
Size of family:													
1 and 2 members.....	5.8	5.8	5.4	5.4	2.8	2.5	7.3	7.2	5.9	5.7	5.1	4.6	3.1
3 members.....	5.8	4.8	4.3	3.2	2.8	3.0	7.2	5.8	4.5	3.8	5.0	4.6	2.5
4 and 5 members.....	5.7	5.2	5.1	4.7	3.1	2.7	7.9	6.9	4.0	3.7	5.4	4.7	2.6
6 and over.....	6.4	4.9	4.4	5.3	4.8	2.6	8.1	6.7	3.6	3.6	6.9	6.1	2.3
Presence of children 3/:													
No children.....	5.9	5.8	5.4	5.1	2.7	2.6	7.5	7.3	6.0	5.6	5.4	4.7	3.1
Under 6 years.....	5.1	4.2	4.2	4.2	3.3	2.6	6.9	6.0	3.5	3.0	5.0	4.5	2.3
6-12 years.....	5.9	4.8	5.0	4.4	3.3	2.4	7.8	6.2	3.7	3.4	5.4	4.8	2.5
13-20 years.....	6.1	5.2	4.3	4.9	3.4	2.7	7.6	6.8	4.0	3.9	5.7	5.4	2.8
Occupation of family head:													
Executive, professional..	5.6	5.2	4.8	5.0	2.4	2.5	7.5	7.0	5.8	5.0	5.1	4.7	2.8
Clerical, sales, service..	5.6	4.8	5.0	4.4	3.0	2.9	7.7	6.4	4.5	4.7	4.7	4.2	3.4
Craftsman, laborer.....	5.7	4.9	4.7	4.3	3.2	2.5	7.4	6.4	4.1	3.7	5.3	4.8	2.9
Farmer.....	4.7	4.2	3.7	5.0	2.8	2.2	5.6	5.1	4.0	3.9	5.4	4.6	2.4
Unclassified.....	5.5	6.2	4.6	4.6	2.8	2.4	6.8	7.4	5.8	6.5	5.2	5.2	3.0
Education of family head:													
Grammar school.....	5.6	4.8	4.9	4.3	3.1	2.2	7.2	6.0	4.9	4.4	5.3	4.4	2.9
Some high school.....	5.7	5.4	4.4	4.5	2.9	2.7	7.1	6.8	4.8	4.7	5.3	5.0	3.1
Some college.....	5.1	5.2	4.7	5.0	2.4	2.8	7.1	7.0	5.1	4.9	4.9	4.7	2.5
Age of housewife:													
Under 35 years.....	4.6	3.7	4.2	3.7	3.1	2.4	6.4	5.1	3.2	2.6	4.2	4.1	2.2
35-44 years.....	5.6	4.9	4.9	4.5	2.7	2.4	7.4	6.3	4.0	3.4	5.4	4.5	2.2
45 years and over.....	6.1	5.9	4.9	5.0	3.0	2.7	7.6	7.3	5.8	5.7	5.5	5.1	3.3

1/ Includes purchases of Texas oranges.

2/ Data for April-September 1955 not available.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 13.--Fresh and canned citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average volume of purchases												
	California- Arizona oranges		Florida oranges		Unidentified oranges		All oranges 1/		All grapefruit		Lemons		Canned grape- fruit sections 2/
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1957
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Cases 3/
United States.....	5.77	4.84	5.18	5.25	2.83	2.59	7.49	6.61	1.88	1.91	3.27	2.98	0.21
Geographic region:													
Northeast.....	5.69	5.08	5.82	6.10	2.78	2.69	8.97	8.15	1.81	1.79	2.90	2.60	.21
North Central.....	5.76	4.96	3.64	4.39	2.54	2.05	6.96	6.22	1.88	2.13	2.50	2.19	.24
South.....	3.34	3.28	5.19	5.09	3.45	3.04	5.97	5.60	1.73	1.76	5.43	5.30	.22
Mountain-Southwest.....	5.24	3.49	3.72	1.92	2.19	2.40	6.00	4.64	1.78	1.76	2.84	2.52	.20
Pacific.....	6.93	5.72	2.38	1.04	3.15	3.18	7.58	6.33	2.25	1.94	2.31	1.72	.16
Size of community:													
Farm.....	5.93	4.39	3.62	5.54	2.66	2.04	6.06	5.41	1.85	1.96	3.75	3.37	.22
City (population):													
Under 10,000.....	4.77	3.77	4.78	4.31	2.67	2.07	5.98	4.97	2.04	1.81	3.43	3.18	.20
10,000-99,999.....	5.68	5.07	4.02	4.03	2.12	1.96	6.94	6.26	1.69	1.83	2.80	2.52	.23
100,000-499,999.....	5.41	4.29	4.89	4.71	3.03	3.21	7.22	6.18	1.86	1.85	3.61	3.19	.22
500,000 and over.....	5.99	5.25	6.16	6.08	3.04	2.89	8.76	7.83	1.81	1.87	2.98	2.76	.19
Family income:													
Upper.....	7.01	5.37	5.98	6.60	2.72	2.42	8.84	7.51	2.13	1.92	3.56	3.24	.22
Upper middle.....	5.54	4.42	5.61	4.99	2.81	2.60	7.29	6.26	1.83	1.99	3.45	2.89	.21
Lower middle.....	5.72	4.65	4.79	4.26	3.10	2.86	7.55	6.08	1.69	1.68	2.82	3.00	.20
Lower.....	4.86	5.04	4.49	5.15	2.79	2.54	6.43	6.65	1.85	2.08	3.27	2.83	.21
Size of family:													
1 and 2 members.....	5.16	4.80	5.08	5.48	2.10	2.15	6.47	6.35	2.11	2.21	2.84	2.58	.21
3 members.....	5.55	4.41	4.55	3.75	2.50	2.61	6.96	5.65	1.76	1.59	3.09	2.88	.20
4 and 5 members.....	6.08	5.00	5.93	5.39	2.94	2.65	8.43	6.99	1.56	1.52	3.33	2.97	.19
6 and over.....	8.38	6.02	5.73	7.59	6.38	4.04	10.53	8.99	1.62	1.93	5.30	4.71	.19
Presence of children 4/:													
No children.....	5.36	5.01	5.22	5.27	2.13	2.22	6.78	6.57	2.18	2.25	3.23	2.82	.23
Under 6 years.....	5.85	4.53	5.06	5.88	3.41	3.00	7.85	6.95	1.27	1.32	3.21	2.95	.15
6-12 years.....	6.69	5.05	6.02	5.66	3.51	2.93	8.94	6.97	1.47	1.50	3.51	3.21	.17
13-20 years.....	7.02	5.38	5.32	6.13	3.77	3.44	8.84	7.56	1.72	1.72	3.84	3.68	.20
Occupation of family head:													
Executive, professional..	6.07	5.01	5.06	5.67	2.48	2.35	7.93	7.00	2.06	1.86	2.85	2.70	.20
Clerical, sales, service..	5.46	4.14	5.13	5.00	2.48	2.77	7.46	5.98	1.59	1.91	2.61	2.26	.25
Craftsman, laborer.....	5.86	4.76	5.48	5.02	3.19	2.80	7.80	6.59	1.59	1.56	3.53	3.23	.20
Farmer.....	5.60	4.65	4.58	7.56	2.69	2.03	6.43	5.88	1.95	1.84	3.73	3.25	.24
Unclassified.....	5.14	5.60	4.48	4.66	2.56	2.18	6.33	6.95	2.23	2.76	3.04	3.15	.21
Education of family head:													
Grammar school.....	5.56	4.42	5.55	5.05	3.12	2.40	7.47	6.03	1.98	1.85	3.54	3.00	.22
Some high school.....	6.08	5.14	4.75	5.06	2.65	2.66	7.42	6.84	1.78	1.97	3.24	3.12	.23
Some college.....	5.58	5.06	5.12	6.08	2.49	2.77	7.66	7.29	1.82	1.92	2.68	2.65	.17
Age of housewife:													
Under 35 years.....	5.09	3.62	4.74	4.34	3.02	2.39	6.92	5.24	1.14	1.06	2.62	2.51	.15
35-44 years.....	6.28	4.94	5.85	5.93	2.91	2.87	8.39	7.07	1.55	1.49	3.38	2.91	.15
45 years and over.....	5.83	5.30	5.08	5.31	2.69	2.52	7.34	6.94	2.23	2.31	3.47	3.19	.25

1/ Includes purchases of Texas oranges.

2/ Data for April-September 1955 not available.

3/ Equivalent cases of 24 No. 2 cans, 480 ounces per case.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 14.--Fresh and canned citrus fruit: Average prices paid by household consumers, by family characteristics and place of residence, April-September 1955 and April-September 1957

Item	Average prices paid												
	California- Arizona oranges		Florida oranges		Unidentified oranges		All oranges 1/		All grapefruit		Lemons		Canned grape- fruit sections 2/
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1957
	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per dozen	Cents per equivalent No. 2 can
United States.....	45.6	52.1	39.6	41.0	42.2	43.4	43.4	47.6	93.5	92.3	41.5	42.2	23.6
Geographic region:													
Northeast.....	52.5	59.0	43.1	45.7	46.8	49.5	48.0	52.7	102.1	104.7	48.9	49.1	22.8
North Central.....	46.1	51.9	41.0	40.8	44.3	47.9	45.1	49.5	92.0	90.0	47.1	48.4	23.3
South.....	44.2	49.4	32.8	34.2	37.8	38.2	35.8	37.4	83.7	86.8	35.0	36.0	24.1
Mountain-Southwest.....	49.9	57.6	42.7	41.7	45.4	39.8	47.5	49.5	99.3	91.5	41.8	42.8	24.7
Pacific.....	36.8	43.3	52.5	50.8	38.0	39.4	37.2	42.7	90.0	84.4	41.2	45.3	24.7
Size of community:													
Farm.....	42.7	49.4	39.7	38.4	41.6	41.7	41.8	45.1	86.6	91.4	39.0	40.3	24.4
City (population):													
Under 10,000.....	48.1	53.5	35.9	37.0	43.9	46.8	43.9	47.5	91.0	91.3	40.8	41.2	23.9
10,000-99,999.....	46.2	50.7	40.2	41.8	44.6	45.1	44.4	47.6	97.2	91.4	41.2	42.0	23.4
100,000-499,999.....	46.4	55.7	37.9	39.1	40.3	37.8	43.1	47.3	94.4	90.8	40.5	40.2	23.2
500,000 and over.....	44.6	51.2	42.1	44.5	41.5	44.8	43.5	48.5	95.6	94.4	45.6	47.0	23.6
Family income:													
Upper.....	47.1	52.8	39.7	41.5	44.0	48.2	44.8	49.0	96.3	95.7	41.9	43.0	23.6
Upper middle.....	44.4	53.9	40.0	40.6	42.5	44.2	43.0	48.5	93.7	91.7	41.7	42.2	23.9
Lower middle.....	44.6	51.6	39.1	41.4	41.2	38.2	42.7	46.6	90.8	90.4	41.4	40.2	23.2
Lower.....	45.9	49.4	39.3	40.1	40.8	43.9	42.7	45.6	92.2	90.1	41.0	43.3	23.8
Size of family:													
1 and 2 members.....	48.5	52.5	41.1	41.6	45.8	46.1	46.2	48.6	97.4	94.6	42.7	43.3	24.0
3 members.....	47.6	54.3	37.7	39.6	43.3	45.5	44.1	49.0	92.6	91.2	40.9	41.8	23.9
4 and 5 members.....	45.0	53.0	40.5	41.9	41.4	45.4	43.2	48.8	91.3	93.3	42.4	42.5	22.9
6 and over.....	41.8	47.2	37.2	39.8	40.4	37.1	40.5	42.9	88.2	84.3	39.1	40.6	23.4
Presence of children 3/:													
No children.....	48.4	52.7	40.6	41.5	45.9	46.1	45.8	48.7	96.6	95.0	42.3	42.7	24.0
Under 6 years.....	43.9	49.8	39.4	40.7	41.0	40.0	42.2	45.3	94.5	88.9	41.1	41.6	23.4
6-12 years.....	43.8	50.6	39.7	39.9	41.1	40.3	42.3	45.9	90.2	89.3	40.7	41.7	23.1
13-20 years.....	43.4	51.0	38.2	40.6	40.5	39.2	41.7	45.9	87.4	87.9	40.7	41.5	23.2
Occupation of family head:													
Executive, professional..	45.8	52.8	40.9	42.5	41.8	48.7	44.1	49.1	100.0	100.9	43.8	44.1	23.4
Clerical, sales, service..	46.1	52.6	40.4	42.7	44.1	43.5	44.2	48.1	93.9	92.4	42.5	42.4	23.6
Craftsman, laborer.....	45.0	53.6	39.2	40.5	41.5	41.1	43.3	48.0	92.6	90.5	40.9	41.6	23.2
Farmer.....	43.0	47.4	39.6	37.9	41.5	42.2	41.9	44.2	83.8	86.7	40.0	41.1	24.3
Unclassified.....	45.3	48.5	38.0	40.0	45.9	45.8	43.4	45.6	92.0	88.5	42.1	42.8	24.5
Education of family head:													
Grammar school.....	46.1	52.2	38.6	39.5	42.0	39.7	43.2	46.4	91.3	91.3	41.1	41.6	23.6
Some high school.....	45.1	52.7	40.0	41.6	43.3	44.8	43.6	48.5	94.5	92.0	41.6	42.6	23.5
Some college.....	45.4	50.6	41.1	42.1	40.6	46.7	43.6	47.6	96.2	94.1	42.5	42.7	24.0
Age of housewife:													
Under 35 years.....	43.0	50.7	37.9	41.7	40.5	44.7	41.3	47.3	92.8	91.8	40.7	41.8	22.8
35-44 years.....	44.9	52.0	40.6	39.8	41.1	40.3	43.2	46.5	92.1	87.4	41.3	42.1	23.8
45 years and over.....	47.6	52.6	39.7	41.5	44.5	45.4	44.9	48.5	94.2	93.9	42.0	42.4	23.7

1/ Includes purchases of Texas oranges.

2/ Data for April-September 1955 not available.

3/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.



Table 15.--Fresh and canned citrus fruit: Purchases per 1,000 persons, by family characteristics and place of residence, April-September 1955 and April-September 1957 <sup>1/</sup>

Item	Purchases per 1,000 persons												
	California- Arizona oranges		Florida oranges		Unidentified oranges		All oranges <sup>2/</sup>		All grapefruit		Lemons		Canned grape- fruit sections <sup>3/</sup>
	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1955	1957	1957
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Cases <sup>4/</sup>
United States.....	787	676	418	367	188	158	1,403	1,221	219	225	581	489	10
Geographic region:													
Northeast.....	952	880	818	703	213	184	1,984	1,768	261	268	560	456	14
North Central.....	1,047	876	250	259	182	135	1,485	1,274	231	264	466	350	12
South.....	124	118	439	396	165	142	731	669	139	129	851	798	5
Mountain-Southwest.....	629	467	158	72	124	134	971	820	162	182	508	460	7
Pacific.....	1,366	1,079	20	10	262	215	1,648	1,305	321	272	388	274	13
Size of community:													
Farm.....	433	370	176	210	139	94	754	685	130	150	522	433	5
City (population):													
Under 10,000.....	532	467	308	248	180	130	1,032	864	190	174	572	531	10
10,000-99,999.....	840	737	382	334	132	114	1,370	1,210	214	224	550	427	11
100,000-499,999.....	795	585	445	403	181	173	1,435	1,184	238	238	686	558	12
500,000 and over.....	1,102	977	608	504	246	214	1,961	1,716	271	284	566	470	13
Family income:													
Upper.....	953	788	482	452	195	146	1,637	1,403	260	247	626	534	13
Upper middle.....	721	594	395	345	182	158	1,305	1,113	192	208	575	440	9
Lower middle.....	809	609	372	269	195	166	1,381	1,058	177	179	483	445	8
Lower.....	657	713	420	401	180	163	1,277	1,311	245	269	640	538	12
Size of family:													
1 and 2 members.....	1,188	1,100	616	600	212	209	2,025	1,933	490	522	920	786	24
3 members.....	827	694	411	306	198	160	1,446	1,179	224	206	632	534	13
4 and 5 members.....	700	588	414	304	169	138	1,295	1,053	130	126	438	354	6
6 and over.....	480	368	230	274	184	134	899	790	73	87	409	351	2
Presence of children <sup>5/</sup> :													
No children.....	1,117	1,050	602	565	198	194	1,926	1,832	445	476	924	789	24
Under 6 years.....	560	413	304	270	173	151	1,047	849	89	86	367	282	3
6-12 years.....	644	491	351	272	178	130	1,183	911	102	100	409	335	4
13-20 years.....	659	545	324	313	168	147	1,162	1,025	131	134	470	418	5
Occupation of family head:													
Executive, professional..	1,049	793	516	469	193	169	1,766	1,463	327	285	594	511	14
Clerical, sales, service..	891	657	521	390	190	187	1,608	1,246	275	296	593	404	14
Craftsman, laborer.....	744	629	406	328	192	161	1,354	1,131	149	146	560	452	8
Farmer.....	483	414	212	232	155	80	856	736	134	131	521	418	5
Unclassified.....	880	999	474	500	207	172	1,569	1,724	443	517	747	800	19
Education of family head:													
Grammar school.....	679	530	412	323	191	136	1,295	1,001	200	187	600	467	9
Some high school.....	854	758	371	354	177	154	1,410	1,293	199	228	558	508	11
Some college.....	956	847	538	510	204	224	1,701	1,602	314	316	574	495	12
Age of housewife:													
Under 35 years.....	559	377	276	207	187	124	1,035	724	85	72	336	256	3
35-44 years.....	801	607	421	354	180	158	1,408	1,136	142	128	493	376	5
45 years and over.....	930	913	510	477	195	180	1,644	1,594	358	388	802	713	19

<sup>1/</sup> These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

<sup>2/</sup> Includes purchases of Texas oranges.

<sup>3/</sup> Data for April-September 1955 not available.

<sup>4/</sup> Equivalent cases of 24 No. 2 cans, 480 ounces per case.

<sup>5/</sup> Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

**U. S. Department of Agriculture  
Washington 25, D. C .**

**Penalty for private use to avoid  
payment of postage \$300**

**OFFICIAL BUSINESS**

**NOTICE**

If you no longer need this publication,  
check here ☐ return this sheet,  
and your name will be dropped from  
the mailing list.

If your address should be changed,  
write the new address on this sheet  
and return the whole sheet to:

Administrative Services Division (ML)  
Agricultural Marketing Service  
U. S. Department of Agriculture  
Washington 25, D. C.